

THE Publishers' Weekly

The American BOOK TRADE JOURNAL

VOL CXII

NEW YORK, AUGUST 27, 1927

No. 9

**FIRST EDITION OF 50,000 COPIES
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WALLFLOWERS

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From the fact that "The Sentimentalists" comes from the same hands that fashioned "Ordeal" something of its strength as a story may be appreciated by all who remember the fine reviews Mr. Collins' first novel received, or who were thrilled in the reading of that great sea story.

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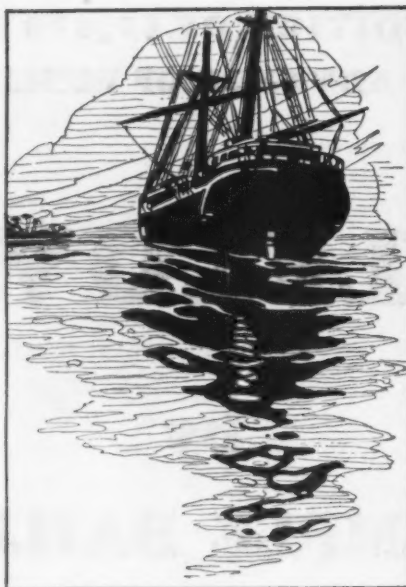
and he knows how to tell a story.

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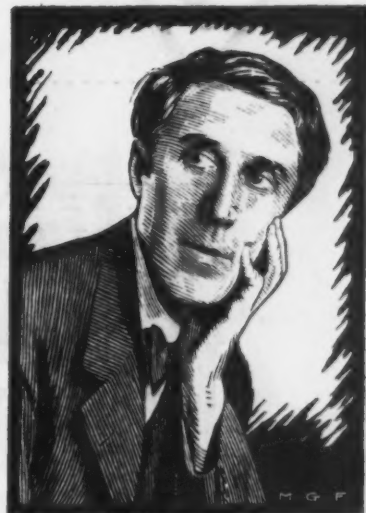
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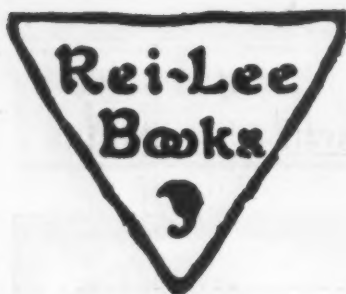
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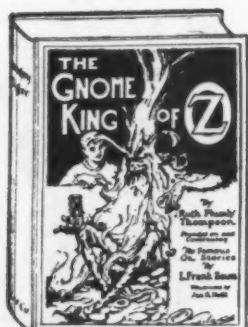
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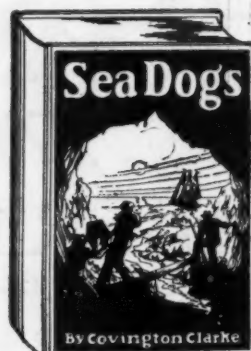
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Just One More, by *Natalie Van Vleck*. Charming verses and pictures about little boys and girls. \$2.50

Clever Bill, by *William Nicholson*. Brilliant color pictures and an amusing story about a soldier doll. \$1

Peter Pocket, by *May Justus*. A little boy in the Cumberland mountains. \$1.50

The Little Book of Days, by *Rachel Field*. Pictures and rhymes by the author of *An Alphabet for Boys and Girls*. 75c

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Nadita, by *Grace Moon*. The adventures of a little Mexican girl by the author of *Chi-Wee*. \$2

Civilizing Cricket, by *Forrestine C. Hooker*. A little wild Western girl in an Eastern school. \$2

Bibi, by *Karin Michaelis*. The ridiculous, lovable adventures of a little runaway girl in Denmark. \$2.50

Marty Lu's Treasure, by *Mary Dickerson Donahue*. The troubles and fun of the delightful Clover family. \$2





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Storey Manor, by Ethel Cook Eliot. A mystery story for girls by a favorite author. \$2

Milady at Arms, by Edith Bishop Sherman. A girl in New Jersey during the Revolution. \$2

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The Spreading Stain, by Charles J. Finger. A regular Jules Verne story by the author of *Tales from Silver Lands*. \$2

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By Ernest Poole



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Ready October

\$2.50

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A ringing romance of Revolutionary days in Boston,
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Our opinion of its merits and possibilities is reflected
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Ready October 25 :: \$2.50

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HISTORY**

We have dressed it in a new suit, had 700 pictures of the prodigy taken, and arranged a big advertising parade.

You're invited to the party.

Considering the terrific infant mortality rate among books, seven years represents something to celebrate. How many books of 1920 are still as strong and active as the **OUTLINE**?

How many books in seven years have grossed more than \$750,000 for the booksellers of America?

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Publication October 15 Price \$7.50

The Macmillan Company New York

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editor, novelist,
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you, has dipped into
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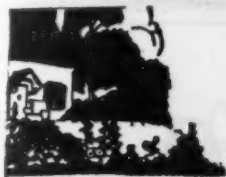
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NEW YORK
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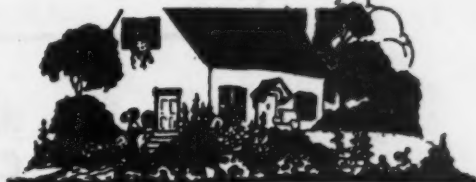
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No doubt about this book's welcome! The editor of a famous magazine wrote "Mrs. Richmond's new novel is the best thing she has ever done!" He meant—better than **RED PEPPER BURNS!** (320,000 sold)—better than **RED AND BLACK!** (170,000 sold)—better than **CHERRY SQUARE!** (55,000 sold in 10 months)—**LIGHTS UP** is sheer romance—the sweetest, wisest love story of the year. Nation-wide advertising will tell hundreds of thousands of Richmond enthusiasts about it. It's a best-seller from the beginning.

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By GRACE S. RICHMOND

Sept. 16th. Doubleday, Page & Co. \$2



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The attractive books, the attractive prices and the fact that our customers are really receiving their money's worth makes the whole proposition beneficial to all three of us and therefore, you may count on us to the limit."

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Every fall you like to feel that there is one \$10.00 2-volume item for the Christmas trade. This is not just another American History. It is a fascinating, literary offering, readable, authoritative and thorough, attractively boxed and illustrated.



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In this set we follow the policy so successfully employed in "The Human Adventure" of making standard works of history by the greatest modern historians available in attractive format for the general reader. 15,000 enthusiastic retail customers have already given an indication of the market there is for these books.

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DODD, MEAD Publications for AUGUST 26th

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When Janet Ramsay's first novel was published three years ago, *The Philadelphia Public Ledger* said: "Nothing finer, more wholesome, more appealing, more delightful in every respect has come from the press in many a day." *The New York Times* called it a "notable novel."

You will hear this—and more—said about **THE BRIGHT THRESHOLD** this Fall.

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It is a play about modern city marriage that has a great deal of fun in it, and a searching thrust at modern social conditions. To be published early in October. Place your order now to have stock on publication date. \$2.00

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Miss Verschoyle has written a gripping story about a woman housekeeper who is consumed with a lust for power. Ready in September. \$2.00



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THE MIRACLE BOY

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even though you have none in miracles. A novel having an appeal to devotee and skeptic alike.

\$2.50 net. October 7th
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*A series of Southern
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Can a woman love two men at the same time? Jillian does. Her story is told in

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What goes on in the hearts of lovers? The answer is in

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A novel about love that is not merely a love-story. \$2.50 net. September 16th

The grandson of Schiller has told the stories of the most beautiful women in history—Cleopatra, Nell Gwynn, du Barry, Pompadour, the Red Tsarina, of Russia, and a score of others.

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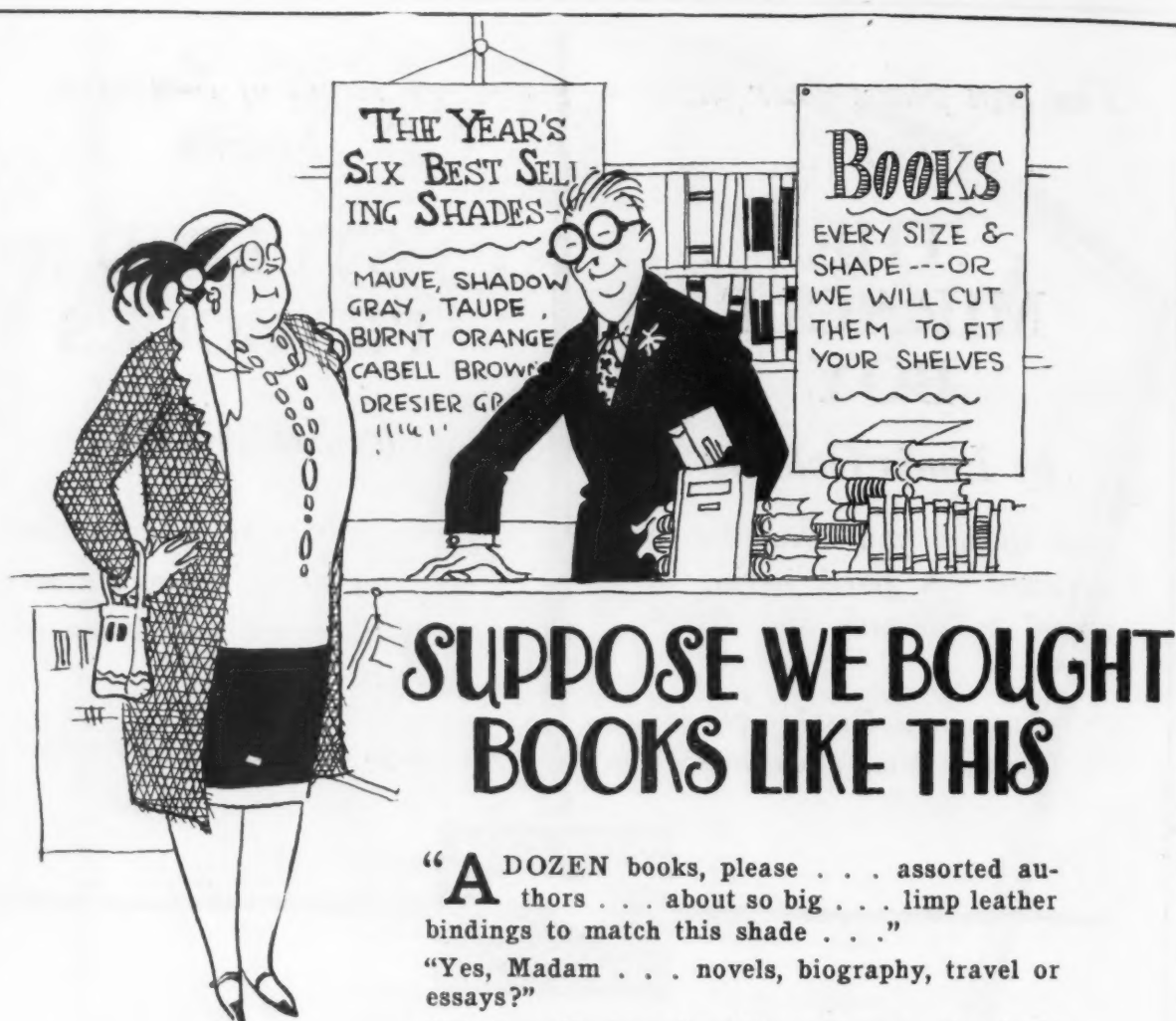
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NEW YORK

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"Yes, Madam . . . novels, biography, travel or essays?"

"Oh, it really doesn't matter as long as the shade and size are correct. I want them for an odd table in the hall."

If Chicago bought books like this the bookseller with the best line of fancy jackets and bindings would easily make a fortune. But established authors might starve and intelligent reading would surely become a lost art.

Fortunately, Chicago wants to know what's under the jacket. So Chicago readers turn each week to The Wednesday Book Page of The Chicago Daily News for information concerning the between-the-cover worth of the hundreds of books published each year. On Mondays and Fridays, too, they find special reviews opposite the editorial page. Publishers seeking to keep effectively in touch with the intelligent book-buying public of Chicago do so by consistent advertising in the medium of recognized authority on books and bookmen,

THE CHICAGO DAILY NEWS

Publishing More Advertising Than Any Other Chicago Week-Day Newspaper

Average Daily Net Paid Circulation for Six Months Ending June 30, 1927, 441,414—95 Per Cent in Chicago and Suburbs

NOTICE



THE LADIES HOME JOURNAL is going to spend \$35,000 in advertising CLAIRE AMBLER, Booth Tarkington's new novel which begins in the September issue of that magazine.



THE LADIES HOME JOURNAL will run full page advertisements on Booth Tarkington in 98 newspapers, covering the country. Their newsstand and wagon displays also feature Booth Tarkington.



GROSSETT & DUNLAP are co-operating with Tarkington display cards featuring the entire Tarkington line.



DOUBLEDAY, PAGE & CO. are distributing 1000 large posters featuring GROWTH and THE PLUTOCRAT.



Meanwhile, THE PLUTOCRAT continues to sell 500 copies a week. Watch your entire Tarkington stock, and take advantage of this unprecedented opportunity.



Doubleday, Page & Co.

Some "Educational" Items

for Bookshop Sale and Reference

1—THE AMERICAN EDUCATIONAL CATALOG, 1927

This is a classified index to school text-books thoroly up to date, giving prices and publishers' names. Simply indispensable to school booksellers. Price in heavy paper covers 50c, in cloth binding \$1.00

2—THE PUBLISHERS' TRADE LIST ANNUAL, 1927

This is the widely known cooperative catalog-book containing the complete price lists of all publishers. The catalogs are arranged in alphabetical order in a huge volume with a thumb index on the front edge. It is the most widely used reference tool in all bookstores and libraries. It weighs twenty-two pounds and is supplied at about the cost of binding, \$4.50.

3—THE BOOKMANS MANUAL:

A Guide to Literature. By Bessie Graham. Third printing. 627 pages, cloth, \$3.50

An unusual, fine survey of general literature both for the student and for the book dealer. The famous books of more than 1000 authors, ancient and modern, are carefully listed in classified groups with information as to who publishes them and their current prices. It gives an evaluation of each writer's style and place in the literature of the world.

4—LITERARY MAPS

A series of three attractive wall maps drawn by Paul M. Paine of the Syracuse Public Library.

These have a strong appeal in teaching history and literature and are very attractive as examples of old-fashioned cartography, rich in colors. Fine for shop or school-room decoration. Can be mounted or framed in your home town at moderate cost.

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John Buchan

WE BELIEVE that "Witch Wood" is the best novel John Buchan has ever written. And so do the reviewers. *

WE KNOW that the public which enjoys Barrie, Scott and Stevenson, and which fills the theatre to hear Harry Lauder will not be turned away from a fine novel by the Scotch dialect.

AND THEREFORE:

We are featuring "Witch Wood" not only as a great novel but as a great SCOTCH novel.

* Extracts from the first three reviews of "Witch Wood"

Samuel Merwin in the Saturday Review of Literature: "To me 'Witch Wood' is John Buchan's best book. It has, of course, flavor and vitality and color. But it has, too, depth and mood and pity. It is written, *con amore*, in a rich, finely met-tled Scotch-English."

The New York Times: "Here is a romantic historical novel that stands out from the ruck of such fiction like a headland on a low coast. From the opulent variety of its action, the sureness of its pace, the fresh ring of its phrases and general charm of writing, the reader must come to the opinion that its creation was a labor of love for Mr. Buchan."

The London Spectator: "Mr. Buchan has written no more engrossing or satisfying story than this . . . powerful, charming novel which almost entitles Mr. Buchan to be called a modern and terser Sir Walter Scott."

\$2.50 at all bookstores

Houghton Mifflin Company

The PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

NEW YORK, AUGUST 27, 1927

Some Fundamentals of Book Reviewing

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"A WISE skepticism," said Lowell, "is the first attribute of a good critic." But alas! how often has the mediocrity of critics transferred skepticism to the public, which, dragooned by superlatives into reading the commonplace, recovers from its disappointment only to doubt the value of reviewing. There is nothing like overstatement to discredit the art of criticism, unless it be a dusty prolixity or ill-placed reconditeness. To be dull is, of course, in this dynamic age the cardinal sin, yet dullness like beauty is in the eye of the beholder, and what may be utterly wearisome to the ignorance of one reader may be pregnant and exciting to the knowledge of another. The reader of a newspaper neither expects nor wants the same type of criticism in its columns that the scholar seeks and demands of the journal published for specialists. One thing, however, they have in common, and that is the right to certain fundamental assurances without which no appraisal is of any worth to either.

Perhaps as well as in any other single phrase these assurances may be summed up in Lowell's "wise skepticism," for that skepticism implies the detachment and openness of mind, the freedom from dictation of person or theory, that are the bed-rock of reviewing and which in combination with insight, imagination, and the power of abstract generalization make the higher

criticism. "A wise skepticism" will examine each book on its merits, not prejudging it as good or bad because an earlier work by its author has been either; it will acclaim or decry it irrespective of the fads or the schools of the moment since its skepticism is in nothing more confirmed than in its doubt of the staying-power of enthusiasms; it will measure it not as an isolated phenomenon but in relation to others of its kind, realizing that a superlative has no meaning unless it rest upon a comparative standard. Criticism that is thus wisely skeptical will be criticism that is unbiased, pliant to merit, capable of distinctions.

On some such common basis of interpretation all criticism must rest. But it would be folly to maintain that beyond this point all critiques must conform to an identical standard. In criticism, as in clothes, the cloth must be cut to fit the wearer. The great majority of persons are neither scholars nor connoisseurs nor even individuals endowed with cultured literary tastes but men and women with certain interests and gustos and prejudices which they stimulate or solace by reading. They choose their books not on their merits as art or treasuries of knowledge so much as because of their power to divert or distract or instruct. And what they want of reviews is not a rationale of writing, or a disquisition on economics, or politics, or living, or a very searching analysis of the structure

and method of the volume under notice, but enough outline of its contents to determine whether it falls within the range of their interest, and enough estimate of its worth to confirm or dispel their inclination to read it.

It should go without saying that even the slightest review written in the most popular manner is of the greater value in proportion as it has the greater authority behind it. Good taste and good judgment are founded on knowledge, and the critic who has a wide acquaintance with "the best that has been thought and said in the world" will have a more accurate touchstone to the worth of a book than he whose background is limited. But it would be nonsense to say that all reviews must be based upon profound scholarship to have any value. Quite to the contrary for certain purposes, granted a general background of information and the capacity for intelligent appreciation, ability to write with animation and a lively sense of the elements of general interest in a narrative are of more practical effectiveness than vast erudition. Since most of the public reads not for aesthetic or intellectual expansion but for amusement or specific information, what best serves the needs of its largest fraction is dependable guidance in the indulgence of their tastes. Newspaper reviews, the main reliance of the unliterary, quite rightly do not set out to be scientific. They are in the main reporting, and as reporting if competently done adequately serve a public which makes its choices among books on the basis of its own interest rather than that of the publications offered it.

But if the obligation to far-reaching scholarliness does not rest upon the newspaper review, the necessity of temperateness in appraisal falls upon it the more heavily because of its foundation on general intelligence rather than specialized equipment. It is the expert's right alone to pronounce final judgments, and the expert will hesitate to issue pronouncements to the effect that a book is "great," or "the best," or the "most comprehensive" because his knowledge teaches him the folly of such statements. Neither public, nor publisher, is served by the indiscriminating review which invalidates the force of critical opinion for the former and is bound to react on the latter

thru the distrust engendered for all new publications by the disappointment roused by ill-vaunted ones. Fiction, perhaps, suffers more than any other category of literature from the unwise enthusiasm of its commentators, partly because its untechnical subject matter makes it the easiest type of writing for the untrained reviewer to approach and partly because its somewhat intangible values make it the most difficult to assess. There is, of course, a whole category of fiction that obviously requires no profound understanding or subtle insight for interpretation, but even the lightest romance or most bustling tale of adventure cannot be graded except in comparison with others of its kind and with some relation to the general stream of novels. It would be ridiculous, to be sure, to ask that a newspaper review notice only masterpieces or measure the great ruck of novels by them, but it is equally absurd to admit the correctness of its evaluations if they are not made with full consciousness of the books of the past as well as of the present.

Newspapers, of course, in common with more ambitious critical journals, feel it due to their readers to devote a portion of their space to works specifically intended for specialists. Obviously all that is required of the paper is to furnish reviews that competently and adequately set forth the general contents of the volumes, with a statement in cases of controversial books of the alignment of the author in relation to his thesis. Assessment of their merits and examination of their problems in detail are the functions of the expert, and the expert quite properly feels that his medium is not the daily but the professional journal. His most scientific reviews will naturally go there where they can assume a character unsuitable not only for the general interests of the newspaper public but as well for the more developed interest of a specifically book-loving public. For even for the latter his reviews must be written on the assumption of a fairly general ignorance rather than knowledge, and must devote considerable space to the elucidation of principles rather than to the consideration of problems. The well-written review by an expert in science, for instance, for a non-technical public, will be a review that clearly presents the latest findings in its

field and points out wherein the work under consideration adds to them and of what importance its contribution is. For the technical public, on the other hand, the review of the same book can assume knowledge of the major part of what the other must project and concentrate attention on the discrepancies, or flaws, or merits of the thesis set forth.

Yet the expert is constantly coming more into demand as a reviewer in non-technical journals, and the more readily lending himself to them since in the past few years the advancing standards of American criticism have brought into existence reviewing mediums with sufficient competence and range to enlist a following which the specialist is anxious to reach. There has been developed within the past decade in America a type of critical journal that is proving a quickening influence on authors and readers alike, and which, while serving as a guide in the selection of the new books to the portion of the public which is its book-buying element, is thru its examination into and discussion of the sources, influence, tendencies, and direction of contemporary literature, proving a shaping force in its evolution.

A journal of criticism of this kind cannot of course escape the obligation to scholarship which the daily reviewing columns of the newspapers evade by treating books not as art and criticism of life but as news. Neither, on the other hand, if it desires success, can it dispense with liveliness of manner. For to be read a review must be readable. The greatest of scholars can write the dullest of reviews, and, if he does, except for the few whose ardor for its subject drives them to plow thru its exposition, his critique will be so much waste effort. Criticism is interpretation as well as appraisal and that critic is good who conveys the intention of the author he is reviewing as well as measures his achievement. The genuine critic, the critic who is more than a competent hack, is the person steeped in books, to whom literature is a religion, and ideas are flaming torches. Thought to him is a plastic thing capable of infinite shaping; art has a hundred manifestations, and success is not to be measured by conformity to a mold or a precedent. Books, he knows, distil much more than they compress, and his is the duty to grasp that finer emanation

of spirit which mellows or inflames and converts the general into the significant. It is not enough that he should know what a book does; he must know what it attempts to do, what it might do, and what it falls short of doing. He must have a reasoned philosophy of life to give point and direction to his philosophy of literature; he must see the books of today as the heirs of yesterday and the progenitors of tomorrow and so be able to get perspective on their place in the general flow of literature. He is writing, when he reviews for a professed journal of criticism, for a public that is interested in methods and tendencies, in literature as a reflection of life and a guide to living, and his reviewing will be good in proportion as it is searching and freighted with implications. It will be bad in proportion as it is dull, superficial, or partisan. If what the average reader wants from a review is enough résumé of its contents to apprise him of its pertinence to his likes, what the cultured reader wants is sufficient insight into a book to gain some impression of the reach of its ideas. And he wants something more from the critical journal; he wants criticism of life as well as of literature and imaginative projection of the majestic march of mind thru the ages.

It would be absurd, however, to maintain that the entire grist of the publishing mills must be regarded thus seriously even in the critical journals. Not all books, perhaps not most books, are written even in the hope that they will endure, and comparatively few survive the test of time. They are manifestly ephemera and are to be measured in the light of their nature. But tho they can be dismissed in a few paragraphs, they cannot be ignored, for they are part of the product of their day, and as such cast light upon the tendencies, the tastes, and the habits of the age. They are indicative of its health or weakness, its vigor or listlessness, and in their multitude influence its trend. The true critic will have a taste catholic enough to sample them, a tolerance broad enough to admit their merits, and a judgment seasoned enough to discriminate even amongst the indiscriminate. It takes all sorts of books to make a literary world, and one of the functions of the critic is to sort them out. The other, and the higher, is to give the good ones currency.

July Best Sellers

JULY brought a new leader to the list of best selling fiction, compiled by *Books of the Month*. It is Mary Roberts Rinehart's Western romance, "Lost Ecstasy," which tells how a wealthy eastern girl fell in love with a hard-riding cowboy. "Twilight Sleep" is again second, while "Elmer Gantry" has taken third place. "Marching On" and "The Old Countess" have both had to move down one place to make room for "Lost Ecstasy," which was up just halfway on the June list. A novel mentioned last month as a probable best seller, attained sixth place. This is a saga of the western prairie, "Giants in the Earth" by Ole Rølvaag, the June choice of the Book-of-the-Month Club. "Sorrell and Son" is again at seventh place, while "The Immortal Marriage" has gone down from six to eight. "Doomsday" is ninth. At ten, is Upton Sinclair's "Oil," one of the main contenders in the Boston censorship bout. "Oil" had its strongest support from the stores in the far west.

Two new novels that did not make the first ten in July but will probably appear there during August are "God and the Grocerman" by Harold Bell Wright and "A Good Woman" by Louis Bromfield. A Civil War story, "Marching On" by James Boyd, seemed particularly popular in the south, which did not, however, cast many votes for "Giants in the Earth." One of the books on the non-fiction list, "Elbert Hubbard's Scrap Book," received almost half its entire number of votes from that section of the country. From the south, too, came the only vote for Lindbergh's "We," outside the eastern states. It was cast by The State Company Book Store in Columbia, S. C.

"Revolt in the Desert" heads the non-fiction list of Best Sellers for the third month, and "Napoleon" has returned to its place at two. "The Story of Philosophy" has gone up to three, while "The Glorious Adventure," second in June, has dropped to fourth place. "Trader Horn," one of the books distributed by the Literary Guild, is in fifth place. It is an unusual biography, the life story of a South African trader, written from his own narrative by

Ethelreda Lewis. "Tristram," whose sales are still excellent in all sections, has gone up one place to six, exchanging places with "The Royal Road to Romance." "Elbert Hubbard's Scrap Book" is again eighth, while "Ask Me Another" has gone down from fifth to ninth. The famous Col. Lindbergh's "We" is last on the list, probably too recently published to attain a higher position. All the stores which voted for it, however, placed it high on their lists, so that a much higher position is expected of it, this month. Just missing the first ten is "The Next Age of Man," by Albert E. Wiggam, another promising candidate for the August list.

FICTION

- Rinehart. "Lost Ecstasy." *Doran*. \$2.
 Wharton. "Twilight Sleep." *Appleton*. \$2.50.
 Lewis. "Elmer Gantry." *Harcourt*. \$2.50.
 Boyd. "Marching On." *Scribner*. \$2.50.
 Sedgwick. "The Old Countess." *Houghton*. \$2.50.
 Rølvaag. "Giants in the Earth." *Harper*. \$2.50.
 Deeping. "Sorrell and Son." *Knopf*. \$2.50.
 Atherton. "The Immortal Marriage." *Boni & Liveright*. \$2.50.
 Deeping. "Doomsday." *Knopf*. \$2.50.
 Sinclair. "Oil." *A. & C. Boni*. \$2.50.

NON-FICTION

- Lawrence. "Revolt in the Desert." *Doran*. \$3.
 Ludwig. "Napoleon." *Boni & Liveright*. \$3.
 Durant. "The Story of Philosophy." *Simon & Schuster*. \$5.
 Halliburton. "The Glorious Adventure." *Bobbs-Merrill*. \$5.
 Lewis. "Trader Horn." *Simon & Schuster*. \$4.
 Robinson. "Tristram." *Macmillan*. \$1.50.
 Halliburton. "The Royal Road to Romance." *Bobbs-Merrill*. \$5.
 Hubbard. "Elbert Hubbard's Scrap Book." *Wise*. \$2.90.
 Spafford & Esty. "Ask Me Another." *Viking Press*. \$1.60.
 Lindbergh. "We." *Putnam*. \$2.50.

Saving Pennies

*A Study of the Savings the Clearing House Can Effect
for Booksellers*

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Executive Secretary of the A. B. A.

*"A penny saved is twopence dear.
A pin a day's a groat a year."*

FRANKLIN said so, in "Hints to those who would be rich." Others have said the same thing in many different ways. Edward Bok saved the paper and twine that had been used on packages sent to him. Chesterfield speaks of "a sordid fellow" who said "Take care of the pence, for the pounds will take care of themselves." Chesterfield may have felt that thriftiness makes for sordiness, and we may as well admit that the thing can be carried too far, but the business man of today must be thrifty, because the big losses occur in small amounts multiplied many times over. This is particularly true in the retail store. In the book business there are so many small items on which the retailer can "make a loss" that the greatest care must be exercised.

In his "Book Shop Accounts and Records" Cedric Crowell has allotted two per cent of the gross sales of a bookstore to transportation costs and adds, "this figure will be considerably higher west of Chicago." It is, too often, considerably higher east of Chicago as well. Using the same schedule drawn by Mr. Crowell, we find that all expenses (including this probable two per cent.) total some thirty per cent. of the gross sales, leaving a margin of about five per cent. for profit. If "acts of God" do not intervene, a bookseller has a chance of making about five per cent. profit, but if any of the costs run higher than the scheduled amount, the bookseller is, to use a highly technical term, out of luck. For every penny spent subtract one from the possible profit. If then, there are ways in which those pennies may be saved, 'tis well

worth the bookseller's time to study them.

A year of close contact with book transportation problems has convinced the writer that many shops are cutting their possible profits by not knowing how to route their shipments when ordering. They oftentimes designate the wrong carrier, and, in some instances when they say, "cheapest way" a publisher will make the error. (Incidentally "cheapest way" doesn't always mean least expensive way, as there are times when sales depend on speed.) I believe that the information contained in this article will help booksellers to save money. It is, of course, primarily intended to point out the benefits of using the Clearing House of the American Booksellers' Association, but each study of costs will, of necessity, show the difference in the expense of carrying books to various parts of the country in various ways. A good idea of the comparative rates may therefore be gained thru the tables. The explanations always take the "time factor" into consideration.

There are three methods of shipping:

Parcel Post

Parcel Post is most commonly used for small packages to points within twelve hundreds miles and has a rate based on a "zone" system. There are eight parcels post zones out of New York, each farther zone requiring an additional charge. All points in any one zone are charged for at the same rate. The charge increases with the weight of the packages. In zones outside of the first, second and third, the maximum weight is fifty pounds.

Express

Express rates are also based on the distance from point of origin to destination, and the weight of the package. Altho the express charges are always higher than parcel post on small packages they are oftentimes lower as the weight increases. This is always true in the fourth, fifth, sixth, most of the seventh and part of the eighth zones. There is also a *book express* rate of eight cents a pound (minimum charge fifteen cents). On small packages this is lower than straight express, but it is not lower on larger packages except in the seventh and eighth parcel post zones. Express and parcels post packages travel at about the same rate of speed. Ordinary express packages can be insured for full valuation if desired, but book express packages, regardless of size or contents can only be insured for ten dollars. A signed receipt is required for all express shipments, practically insuring delivery, while an extra charge is made for insurance by parcel post.

Freight

Freight is the slowest method of shipping, and the least expensive. The rates are based on the distance from point of origin and on one hundred pound lots, the minimum charge being for one hundred pounds, altho the charge is made only for the exact weight if it is over one hundred pounds. Freight is carried by rail and water, the boat rate being slightly lower than the train rate—but the boats are slower, of course. In addition to the railroads and steamship lines there are companies which, by combining many shipments of many firms and contracting for full cars with the carrier companies give a freight service at a slightly lower cost than the regular rail rate. Such concerns as the Universal Carloading Company, Acme Fast Freight Company and Judson Freight Forwarding Company give an excellent service to many of the more prominent points of the country. Acme has a sixteen pound minimum rate instead of one hundred. It offers "store door delivery" by its own trucks at "lower than prevailing drayage rates." The others have one hundred pound minimum charges but offer free store door delivery to

some of their points of destination. Universal has a "regular" service at a slightly lower cost than freight rates and has recently instituted a speedy "Overland Package freight service" at slightly higher rates (altho quite a bit lower than express, also faster than freight) to seven points giving free store door delivery. This service does not allow on "on lot" shipment.

"On lot" shipments are shipments for which one charge is made for the aggregate weight of several packages or cases to one consignee as tho they were one. Both express and ordinary freight may be sent in this manner.

At the Clearing House, when there is any doubt, subscribers are advised of the best routing and speed with which their books are to be handled. Obviously a large stock order delivered many days before publication may be shipped by the least expensive, even tho slowest, route. Subscribers mark their New York orders (and, when the bookshop is a long distance off, Boston and Philadelphia publishers as well) "Deliver to the Clearing House, 25 East 10th Street, New York City." Many of them want both the fast and slower services, rush orders being marked "for express enclosure." "Express" in this case means "fast" inasmuch as it is sometimes as speedy and less expensive to use parcel post. The Clearing House tries to exercise judgment as to the ways and means of shipping and has apparently pleased the members.

The tables printed herewith will give a better idea of the way in which the bookstore can take advantage of lower rates or speedier service. Booksellers want books quickly, but speed alone is not essential. Too much speed and too little attention to costs is likely to put red ink on the ledger. Again, there is the old "vicious circle" which circle in this case becomes a most tranquil and pleasing circle. Mr. Crowell allots two per cent. for advertising—not a large fund to spend for getting new business. Yet, there's not much room in the budget for more. But, if the bookseller can *make* some profit by cutting his expenses some way or other he can invest that in the business-getting advertising, increase his gross sales and thereby save more money on his automatically increased overhead charges.

Examples of Comparative Transportation Costs

PARCEL POST ZONE 3

Baltimore, Md. (as a typical case)

Weight (lbs.)	Parcel Post	Express	Book Express	Freight
1	\$0.08	\$0.36	\$0.15	
6	.18	.43	.48	
12	.30	.51	.96	
15	.36	.54		
20	.46	.61		
50	1.06	1.00		
70	1.46	1.26		\$0.65
100		1.65		.65
150		2.48		.98
200		3.30		1.30

Baltimore, a nearby point (only 187 miles from New York) can best and least expensively be reached by freight. The time difference is very slight between any of the classes of carriers. It will be noted that book express is less expensive than ordinary up to five pounds only, and that express is less expensive than parcel post at 45 pounds. By combining a number of small packages into hundred pound shipments a good-sized saving results even tho a service charge is necessary on each.

PARCEL POST ZONE 4

Cleveland (as a typical case)

Weight (lbs.)	Parcel Post	Express	Book Express	Freight	Judson
1	\$0.09	\$0.38	\$0.15		
6	.29	.51	.48		
12	.53	.68	.96		
15	.65	.76			
20	.85	.90			
50	2.05	1.72			
100		3.10		\$1.01	\$0.96
150		4.65		1.52	1.44
200		6.20		2.02	1.92

Express cheaper than parcels post at 24 pounds.

Book express cheaper only up to 6 pounds.

Judson freight forwarding goes to this and five other points. While its rates are not lower than ordinary rail freight, it gives a free store door delivery.

Difference in time by freight about 48 hours.

PARCEL POST ZONE 5

St. Louis (as a typical case)

Weight (lbs.)	Parcel Post	Express	Book Express	Freight
1	\$0.10	\$0.39	\$0.15	
6	.40	.57	.48	
12	.76	.79	.96	
15	.94	.90		
20	1.24	1.08		
50	3.04	2.17		
100		4.00		\$1.66
150		6.00		2.49
200		8.00		3.32

Express cheaper than parcel post at 13 pounds.

Book express cheaper only up to 8 pounds.

Universal Carloading Co. rate per hundred pounds, \$1.53; lower than straight freight rate.

Difference in time between freight and express does not exceed seventy-two hours.

PARCEL POST ZONE 6

Kansas City, Mo. (as a typical case)

Weight (lbs.)	Parcel Post	Express	Book Express	Freight	Universal Carloading *	"Overland" *
1	\$0.11	\$0.40	\$0.15			\$0.75
6	.51	.64	.48			.75
12	.99	.93	.96			.85
15	1.23	1.07				.92
20	1.63	1.31				1.05
50	4.03	2.75				1.80
100		5.15		\$2.50	\$2.49½	3.05
150		7.73		3.75	3.75	4.25
200		10.30		5.00	4.98	5.75

* Free Store Door Delivery.

It will be noticed that the "Overland" package freight while slightly higher than freight and straight U. C. L. is lower than express after 12 pounds. There is a sixth day store door delivery by this routing—which is about a day earlier than ordinary freight and only seventy-two hours later than express. Judson also goes to this point at the same rate as ordinary freight, but gives free store door delivery.

PARCEL POST ZONE 7

Denver (as a typical case)

Weight (lbs.)	Parcel Post	Express	Book Express	Freight	U. C. L.*	"Overland" *	Acme Fast Freight
1	\$0.13	\$0.42	\$0.15			\$0.75	\$0.84
6	.63	.79	.48			.75	.84
12	1.23	1.24	.96			.99	.84
15	1.53	1.46	1.20			1.12	.84
20	2.03	1.83	1.60			1.32	1.06
50	5.03	4.05	4.00			2.56	2.41
100		7.75	8.00	\$3.75	\$3.55	4.62	4.47
150		11.63	12.00	5.63	5.33	6.55	6.53
200		15.50	16.00	7.50	7.50	8.89	8.59

* Free Store Door Delivery.

It will be noted that book express is lower than ordinary up to about 100 pounds. Both Acme and U. C. L. (Overland service) give a fast freight service here. Overland promises an eight day free store door delivery; Acme nine days to their city terminal.

PARCEL POST ZONE 8
Los Angeles (as a typical case)

Weight (lbs.)	Parcel Post	Express	Book Express	Freight	"Overland" *	Acme
1	\$0.14	\$0.47	\$0.15		\$0.75	
6	.74	1.07	.48		.75	
12	1.46	1.78	.96		.92	
15	1.82	2.14	1.20		1.08	
20	2.42	2.74	1.60		1.36	\$1.41
50	6.02	6.32	4.00		3.03	3.08
100		12.30	8.00	\$5.55	5.80	5.85
150		19.45	12.00	8.33	8.75	8.63
200		24.60	16.00	11.10	11.35	11.40

* Free Store Door Delivery.

Freight is the least expensive at this distance and it certainly is expensive enough. Cutting costs here is essential for even the lowest is high. "Overland" or "Acme" are recommended. They give a twelve day service at the lowest rates. By combining a large number of small packages into one shipment a very large saving is effected.

By the Clearing House Method

A study of two "sample" lots of books.

One weighs one hundred pounds and contains:

4	packages of 15	pounds each =	60
1	package of 20	pounds each =	20
1	package of 12	pounds each =	12
1	package of 6	pounds each =	6
2	packages of 1	pound each =	2

100

The other weighs two hundred pounds and contains:

2	packages of 50	pounds each =	100
2	packages of 20	pounds each =	40
3	packages of 12	pounds each =	36
3	packages of 6	pounds each =	18
6	packages of 1	pound each =	6

200

These are fairly typical examples. Now to route them to the various points which have already been discussed. Reference to the tables will show how the costs are reached.

3rd Zone, Lot No. 1

No. Packages	Individual Weight	Individual Cost	Express	Cost of All
		P. P.		
4	15	\$0.36		\$1.44
1	20	.46		.46
1	12	.30		.30
1	6	.18		.18
2	1	.08		.16
				\$2.54

Lot No. 2

2	50		\$1.00	\$2.00
2	20	\$0.46		.92
3	12	.30		.90
3	6	.18		.54
6	1	.08		.48
				\$4.84

Lot No. 1 enclosed in one case by freight
Add enclosure charge
Saving on 100 pounds

\$0.65
1.15

\$1.80

Lot No. 2 enclosed in one case by freight
Add enclosure charge
Saving on 200 pounds

\$1.30
1.50

\$2.80

4th Zone, Lot No. 1

No. Packages	Individual Weight	P. P.	Express	Cost of All
4	15	\$0.65		\$2.60
1	20	.85		.85
1	12	.53		.53
1	6	.29		.29
2	1	.09		.18
				<hr/> \$4.45

Lot No. 2

2	50		\$1.72	\$3.44
2	20	\$0.85		1.70
3	12	.53		1.59
3	6	.29		.87
6	1	.09		.54
				<hr/> \$8.14

Lot No. 1 as Express shipment \$3.10 plus C.H. charge \$0.45 = \$3.55 saving \$0.90
 Lot No. 1 as Freight shipment 1.01 plus C.H. charge 1.15 = 2.16 saving 2.29
 Lot No. 2 as Express shipment 6.20 plus C.H. charge 1.50 = 7.70 saving .44
 Lot No. 2 as Freight shipment 2.02 plus C.H. charge 1.50 = 3.52 saving 4.62

5th Zone, Lot No. 1

No. Packages	Individual Weight	P. P.	Express	Cost of All
4	15		\$0.90	\$3.60
1	20		1.08	1.08
1	12	\$0.76		.76
1	6	.40		.40
2	1	.10		.20
				<hr/> \$6.04

Lot No. 2

2	50		\$2.17	\$4.34
2	20		1.08	2.16
3	12	\$0.76		2.28
3	6	.40		1.20
6	1	.10		.60
				<hr/> \$10.58

Lot No. 1 as Express shipment \$4.00 plus C.H. charge \$0.45 = \$4.45 saving \$1.59
 Lot No. 1 as Freight shipment 1.66 plus C.H. charge 1.15 = 2.81 saving 3.23
 Lot No. 2 as Express shipment 8.00 plus C.H. charge 1.50 = 9.50 saving 1.08
 Lot No. 2 as Freight shipment 3.32 plus C.H. charge 1.50 = 4.82 saving 5.76

6th Zone, Lot No. 1

No. Packages	Individual Weight	P. P.	Express	Cost of All
4	15		\$1.07	\$4.28
1	20		1.31	1.31
1	12		.93	.93
1	6	\$0.51		.51
2	1	.11		.22
				<hr/> \$7.25

Lot No. 2

No. Packages	Individual Weight	P. P.	Express	Cost of All
2	50		\$2.75	\$5.50
2	20		1.31	2.62
3	12		.93	2.79
3	6	\$0.51		1.53
6	1	.11		.66
				\$13.10

Lot No. 1 as Express shipment	\$5.15	plus C.H. charge	\$0.45	=	\$5.60	saving	\$1.65
Lot No. 1 as Freight shipment	2.50	plus C.H. charge	1.15	=	3.65	saving	3.60
Lot No. 2 as Express shipment	10.30	plus C.H. charge	1.50	=	11.80	saving	1.30
Lot No. 2 as Freight shipment	5.00	plus C.H. charge	1.50	=	6.50	saving	6.60
Lot No. 1 as Overl'd shipment	3.05	plus C.H. charge	1.15	=	3.20	saving	4.05
Lot No. 2 as Overl'd shipment	5.75	plus C.H. charge	1.50	=	7.25	saving	5.85

7th Zone, Lot No. 1

No. Packages	Individual Weight	P. P.	Express Book	Cost of All
4	15		\$1.20	\$4.80
1	20		1.60	1.60
1	12		.96	.96
1	6		.48	.48
2	1	\$0.26		.26
				\$8.10

Lot No. 2

2	50		\$4.00	\$8.00
2	20		1.60	3.20
3	12		.96	2.88
3	6		.48	1.44
6	1	\$0.26		1.56
				\$17.08

Lot No. 1 by Overland	\$4.62	plus C.H. charge	\$1.15	=	\$5.77	saving	\$2.33
Lot No. 1 by Acme	4.47	plus C.H. charge	1.15	=	5.62	saving	2.48
Lot No. 2 by Overland	8.89	plus C.H. charge	1.50	=	10.39	saving	6.69
Lot No. 2 by Acme	8.59	plus C.H. charge	1.50	=	10.09	saving	6.99

Overland is one day faster and gives free store door delivery.

8th Zone, Lot No. 1

No. Packages	Individual Weight	P.P.	Express Book	Cost of All
4	15		\$1.20	\$4.80
1	20		1.60	1.60
1	12		.96	.96
1	6		.48	.48
2	1	\$0.14		.28
				\$8.12

Lot No. 2

2	50		\$4.00	\$8.00
2	20		1.60	3.20
3	12		.96	2.88
3	6		.48	1.44
6	1	\$0.14		.84
				\$16.36

Lot No. 1 by Overland	\$5.80	plus C.H. charge	\$1.15	=	\$6.95	saving	\$1.17
Lot No. 2 by Overland	11.35	plus C.H. charge	1.50	=	12.85	saving	3.51

N. B. In a two-hundred-pound case there are usually many more than sixteen enclosures, usually between twenty and thirty. The saving is always higher in proportion to the larger number of packages and the lower average weight of each.

THE Publishers' Weekly

The American Book Trade Journal

Founded by F. Leyboldt

EDITORS

R. R. BOWKER F. G. MELCHER
62 W. 45th St., New York City

Subscription, Zones 1-5 \$5; Zones 6-8 \$5.50; Foreign \$6
15 cents a copy

August 27, 1927

I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto.

—BACON.

The Clearing House Progress

THE number of booksellers over the country now using the A. B. A. Clearing House is over 90, and Mr. Meyers expects to pass the 100 mark in September. This is very fine progress since the report to the convention in May and augurs well for the satisfaction people are getting from this service.

In order that the booksellers may study their transportation problems afresh as they approach the important busy season, Mr. Meyers has put down for *Publishers' Weekly* readers the complete analysis of shipping expenses as he has studied them during the past year. It cannot be too strongly emphasized that it is only by careful watching of the pennies that booksellers can build up a proper margin for publicity work with still a reasonable residue of net profit. It is in the transportation that such profits often slip away, and the A. B. A. has done an important thing in stressing this crucial point.

Other A. B. A. enterprises are also thriving, and the imprint flyers giving general emphasis to the place of books are being widely demanded. The fall flyer stressing the ownership of books which was reprinted in the *Publishers' Weekly* of August 13th has been called for to a total

of 50,000. In the field of advertising mats there are now 25 regular subscribers. These mats are restricted to one dealer in each city, thus giving exclusive rights which would be necessary in display advertising. The Association confidently expects to have one user of these mats in every book city before the fall season is well under way. Booksellers who have difficulty in finding time to plan suitable copy with a real bookish atmosphere would do well to connect their program with this mat service, as it puts on their desks regularly concrete material which enables them to work quickly and effectively.

The New York Printing Situation

THE New York *Times* of August 14th carried an interesting summary of the general place of New York in the printing world, with statistics indicating the size of this industry and its present problems.

New York employs 32,000 men, and the next city in size, Chicago, 22,342. New York has more of the small shops, and in total there are 2,125 establishments. The wage in New York is \$60,000,000, with production of \$200,000,000. In 1899 the output was \$98,000,000.

New York is almost entirely a union city, the most important union being Typographical Union Number 6, whose first president was Horace Greeley. This union started in 1850 with 28 members. There were 5,409 in 1901 and 10,225 by 1927. The basic minimum wage in 1897, when the working day was from 9 to 10 hours was \$18. In 1917 this was \$27; and it now is \$55 minimum with a 44-hour week.

The Pressmen's Union now has a membership of 3,500. The Employing Printers' League and the unions combine in the management of two apprentice schools, and there are 600 students registered annually in the school for compositors and 165 in the Pressmen's School. The combined budget for these schools is \$75,000 a year.

According to the *Times*, the printing world of New York is giving much thought to the problem raised by the fact that many large periodical printing jobs have left the city to get lower wage scales. The migrants include the *Hearst* periodicals,

Condé Nast periodicals, *American Legion Weekly*, part of the edition of the *Pictorial Review*, *Collier's*, *McCall's*, the McFadden Publications, *The Outlook*, *Scientific American*, and a number of others. Three general printing plants that have moved are the Methodist Book Concern, Williams Printing Company, and Harper's plant. Another reason for moving is that of traffic congestion, and another the postal zoning system which makes it more economical to mail national periodicals nearer the center of circulation. The *Times* estimates that the wage scale in New York is about 51% higher on the weekly basis than in the New Jersey plants and 25% to 100% more than in some other cities.

Historical Fiction

A NEW guide to the historical fiction which is most suitable for junior and senior high schools has been compiled by Hannah Logasa of the University of Chicago High School and printed as Number 1 of the publications of the National Council for the Social Studies, with the imprint of the McKinley Publishing Co. of Philadelphia. This Council is a department of the National Education Association, organized six years ago for the purpose of uniting the efforts of those who are developing the teaching of history and other social studies. The bibliography is one of 57 pages including about 900 titles. Volumes that are considered especially valuable are marked with an asterisk, and those more suitable for junior high schools are marked with a dagger. The publishers' names and the dates of publication are given.

The list is carefully classified and under each classification the dates covered by the scene of action are given. The United States is given first, starting with Lief Ericson and coming down to the great war. Then follow ancient history and European history, the whole being indexed by author and title. This index gives opportunity to see what authors have produced, what the editor considers the most valued material in this field, and there are 25 who have 5 or more books in the list. These 25 are as follows:

Joseph Altsheler	20
Irving Bacheller	7
Amelia E. Barr	7
Cyrus Townsend Brady	6
A. J. Church	7
Wm. S. Davis	7
Beulah Marie Dix	7
G. A. Henty	12
Maurice Hewlett	8
Emerson Hough	6
G. P. R. James	5
Mary Johnston	12
Mrs. E. B. Knipe	10
Louise Lamprey	6
B. G. Marshall	5
S. Weir Mitchell	6
Baroness Orczy	11
Randall Parrish	5
Howard Pyle	5
A. T. Quiller-Couch	5
Raphael Sabatini	8
Walter Scott	5
Molly Elliot Seawell	7
Evaleen Stein.....	8
Stanley J. Weyman	10

English Old Book Dealers Watching American Credit

STEPS are being taken by the Council of the International Association of Antiquarian Booksellers to give credit information about American buyers to members of the Association. This data will be collected by R. Baldwin, care of Wheldon & Wesley, 2, Arthur Street, W. C. 2, and it is claimed that the fee for the service will be saved by the dealers many times. In announcing this program, the *Publishers' Circular* of England says:

"England owes much to America. For instance, there can be no doubt whatever that, had it not been for the keen American demand for English books since the war, antiquarian booksellers in England would many of them have been in queer straits.

"The majority of Americans are absolutely straight, and their methods equal to those of the leading English houses, but, unfortunately, there is a minority, including a few leading houses, which do not play the game and resort to tricks to avoid payment."

Fitting a Bookshop to the Community

Miriam Ott Munson

WHEN the Allen Book Shop of Auburn, N. Y., recently moved into new quarters, its proprietor drew, not only upon his own experiences of twenty-one years of bookselling in that community, but upon the accumulated knowledge of his father who preceded him in catering to the book needs of a "book town."

Consequently in the planning of the new Allen Book Shop it was Mr. Allen's aim to fit the store to the character of the community, a city of about 30,000, the home of Auburn Theological Seminary as well as a goodly number of people possessing a distinct cultural background.

Therefore, the store is arranged with two dominant purposes in mind; first, to create an attractive, informal atmosphere in which patrons will have as comfortable a sense of freedom and ease as they do in their own homes, and second, to make all the merchandise as accessible to sight and touch as possible.

The main portion of the store is 18 x 80 feet, with cream-colored walls ten feet high. Upon entering one is impressed with a sense of coziness and cheer in spite of the fact that the room is long and quite narrow. This happy effect has been obtained by the clever designing and arrangement of the wall cases which differ in their expression as they range down both sides of the room.

Stepping into the store one's eye is immediately caught by the books placed on open shelving 6½ feet high. These shelves which are 13 inches wide come down to a counter, with 19 inch shelves below it. On the upper shelves, within easy reach, are the popular re-print books alphabetically arranged according to titles, because it is Mr. Allen's experience that more than two-thirds of his customers know the title of a book rather than the author. However those who do seek a book by a favorite author can readily find it on the shelves beneath, where the vol-

umes are alphabetically arranged according to authors.

Merging into the open shelving and producing an intriguing effect of colorful variety, is the section devoted to greeting cards. One glimpses thru the five little arches, as within a frame, attractively arranged mottoes and cards; their gold, rose, silver and blue softly gleaming beneath the rays of the concealed electric lights.

Beneath the arched openings and glass-topped counter are twenty drawers which hold the greeting card stock. These drawers have been especially designed, not only to make the cards easily accessible, but, also, to keep them clean. The drawers open as easily and smoothly as if they were on ball-bearings. Inside each drawer is a lid with sloping saw-toothed compartments in which are placed the samples of the various cards in that drawer. The drawers are deep and the stock is kept in boxes underneath the lid;—Birthday cards in one drawer, Friendship cards in another and so on. While above the drawers and under the glass of the ledge, a card tells of the particular type of card to be found in the drawer beneath.

This carefully thought out plan for the display and handling of greeting cards has resulted in greatly increased profit. More cards are sold and there is much less loss resulting from handling or cards being knocked on the floor accidentally. Also people seem to enjoy walking to the greeting card drawers, opening them and helping themselves. There is a lure about it, Mr. Allen thinks; something of the same motivation that prompts children to seek the secret drawer where the candy is kept and help themselves to their particular pet pieces.

Across from the greeting cards and in a section also lighted, the fine leather goods and stationery are displayed. These displays are protected by glass panels which slide easily and which the store's patrons are invited to open as they wish. An invi-



The Allen store at Auburn, New York, has achieved a most attractive appearance by well planned shelving, good counters and open aisles.

tation which they take advantage of with pleasure. Having samples of stationery under the glass-topped counter here, as in the greeting card section, saves spoilage.

Continuing up the left side of the store and across from the adult reprint books are the children's books, also on open shelves, those for the tiny tots being on the lowest shelves where the youngsters can select a desired volume, step across to mother making her own selection among the reprints and say, "Mother, will you buy this book for me?" with the result that mother generally does.

The same ideas of accessibility, variety and informality that mark the arrangement of the wall cases and shelving are worked out with the fifteen tables of two different sizes that are strategically placed down the center of the store. A number of these are gay with the things that children love, such as colorful rubber balls, tops, toys and games as well as two fifty-cent tables, one with books for boys and another holding books for girls.

Nor is the grown-ups' longing for treasure-trove in the shape of bargains, forgotten. This desire is met by a number of fifty-cent tables piled high with stationery, playing cards, score cards and so on. Placed here and there among these bargain tables are those that display the latest books.

People move about among the tables, select several articles which they desire, bring them to the clerk and with money ready say, "I'd like these."

It has been Mr. Allen's experience in the new store that seeing is selling and he has found that making it easy for his patrons to find things and select their own merchandise has resulted in quick sales and rapid turnover. In fact since he has followed this plan the sales thruout the store have increased beyond his greatest expectations.

This system has proved especially valuable at holiday time by saving the time of the clerks and in fact requiring a smaller sales force not only then, but during the rest of the year as well. Five people are

able to handle the trade in the main body of the store and the children's little special school supply shop which runs at right angles to the main store, with a door of its own that opens on to the street along which the children pass on their way to school.

Here, too, everything is arranged within sight and touch of the youngsters who are permitted to make their own selections of the school supplies in trays placed within easy reach of short arms. The children receive courteous and interested attention for Mr. Allen believes in making friends of the children of today who will be the adult patrons of tomorrow.

Mention should be made of the attractive, little office two steps up from the main floor just at the angle where it and the children's shop meet. At this point a view of the entire store is obtained as well as of the steps that lead to the basement where many women go to the Dennison department which is housed there.

This department has become one of the store's best paying side lines. Beginning, three years ago, with one clerk who devoted two days a week to teaching women how to make paper novelties, the business of this department has grown to such an extent (500 percent, to be exact) that it now requires the entire time of two young women.

Another side line which has not only

proved profitable, but has stimulated book sales as well, is the magazine trade. Two specially designed racks display the large number of magazines carried. The larger rack is 8 feet long by 4½ feet high with a ledge on which the magazines may be displayed, face up, and two deep racks above the ledge. The smaller rack is 6 feet long with two compartments. Both racks are on casters and on fair days are placed outside of the store.

Frequently a magazine purchaser as he steps inside will linger to discuss books, for Mr. Allen and his clerks have an enthusiasm for books. Thru the book reviews in the papers, magazines and trade journals they keep abreast of the latest books and their authors. They study, too, the book likes and dislikes of the people of their community, and in a quiet, unobtrusive, but no less effective manner introduce new books to their patrons' attention when they come to the store seeking the side lines which the shop carries.

It is Mr. Allen's feeling that people appreciate the interest taken in their favorite books and authors and that they are glad to have the new books brought *intelligently* to their attention. The policy has paid the Book Shop by aiding in establishing a friendly, personal relation between it and its patrons; a relation that leads to increased book sales.

New Book Department for Seattle

Mrs. Harris of Gill's to Manage New Enterprise

MABLE ARUNDEL HARRIS, for several years head of The Boys and Girls Own Book Shop, the children's section of the J. K. Gill bookstore, Portland, Oregon, leaves that firm next month to begin a fresh venture in the recently built and enlarged Rhodes department store in Seattle.

Mrs. Harris will have entire charge of the children's book department, which is to be opened about November first on the "Children's Floor," as the fourth floor of

the new store is called, and which is devoted exclusively to children's needs. Besides books there will be clothing, a large year-round toy shop—the latter to include sporting and field goods, and playground equipment, as well as mechanical toys, dolls and games—a nursery, rest rooms and telephone booths.

Stocking the books for boys and girls will be Mrs. Harris' first work and establishing a fiction circulating library; but it is planned eventually to expand the scope of

her territory to include a general line of books.

Advantage will be taken immediately of the fine broadcasting station owned and operated by the firm to conduct a children's story hour, book chats and reviews of books for library members.

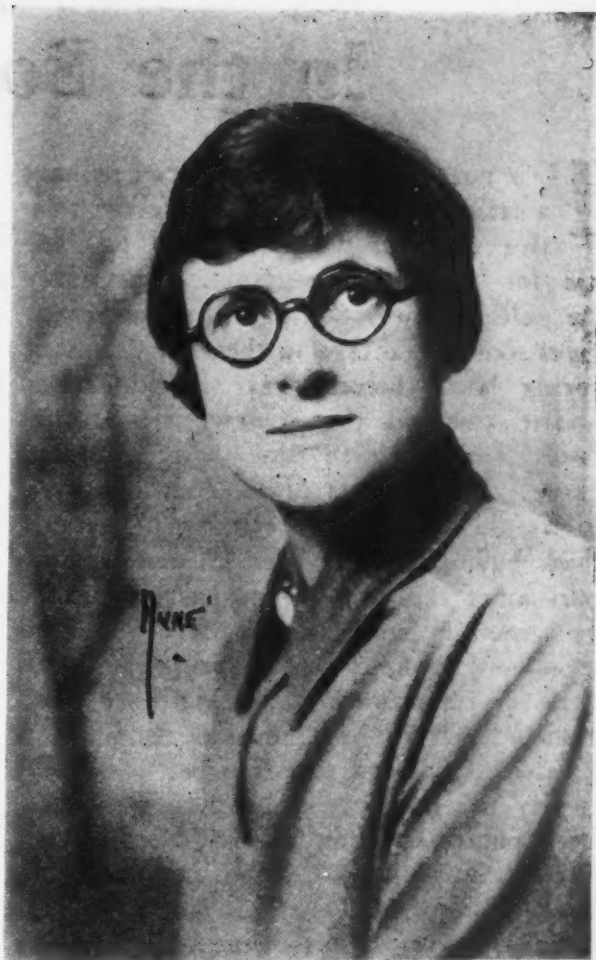
The large auditorium now being installed in the building will serve as another medium for focusing the attention of the public on the store and the book department. Here plays and various exhibits will be put on to appeal to adults as well as to children.

Mrs. Harris goes to her new position well equipped for its responsibilities. She received her initial training under John T. Hotchkiss, now western manager for the Reilly & Lee Company of Chicago, when he was book department manager for Gill's. From then she has proceeded along individual lines to develop her department until it is one of the best known children's bookstores in the country.

A keen merchandiser as well as an idealist, she asserts: "The best advertising is making a store fill a community need; making it a center of activity, a place where people naturally turn, where by a mutual growth the community benefits equally with the store, the state as well as the city."

This the Boys and Girls Own Bookshop has accomplished—as the results show—by sound method combined with a genuine love for, and interest in, children. The Shop with its homey atmosphere, its magic fireplace and low tables and chairs, its hundreds of books easily accessible to the public, has become a center for children's activities, such as handcraft exhibits from manual training departments of schools and playgrounds, for group meetings, for a story hour, for programs, Christmas celebrations and parties.

In addition to which, Gill's has organized children's groups, libraries, Parent-Teacher associations, not only in the city but in outlying districts, Mrs. Harris giving talks before women's clubs and granges on the subject of children's reading. For three years, she has supervised, helped to write and to stage pageants and plays sponsored by the civic authorities, churches, schools.



Mable Arundel Harris

These activities of the shop have made the Boys and Girls Own Book Shop an institution of state-wide interest, and Mrs. Harris, herself, an accepted authority on children's books, not only in local circles, but nationally as well.

Mrs. Harris leaves for the enlarged opportunity with the old firm's hearty good wishes.

Book Club Selections

THE Book-of-the-Month Club will send out to its members in September "Dusty Answer" by Rosamond Lehmann, published by Holt. This is a first novel which won from Alfred Noyes the comment—"There are qualities in this book that mark it out as quite the most striking first novel of this generation. . . . It is the kind of novel that might have been written by Keats if Keats had been a young novelist of today." The Literary Guild is sending out "The American Caravan" published by Macaulay and described at some length in *In the Book Market* recently.

In the Book Market

IT is not often that publishers can have a satisfactory way to measure the relative value of the spring and fall season for publishing purposes. Inevitably the pulling power of the Christmas season gives some advantage to the fall, yet many spring books become year round sellers, and it is obvious that if new titles are not issued from time to time thru the season there will be a loss of interest in the reviews, in the bookstores and in general book buying conditions. A concrete comparison of the two seasons has been made by Simon & Schuster who have published crossword puzzle books spring and fall thru several seasons. The first three books came in the year of tremendous interest in crossword puzzles, and Number 1 has sold nearly to 200,000. Volumes 4 to 8 have been published after the first burst of enthusiasm has waned a bit. The spring books have almost uniformly sold to total sales of 20,000 copies and the fall books with almost equal uniformity to 25,000. The advance sale for Number 8 for this fall indicates no change from this relationship. If the effect of the gift season is only 25%, that is much less than some publishers have estimated. ❀ ❀ ❀

Much has been written about the barbarism of war in an effort to establish the re-action against war which was general in the years immediately following the armistice of 1918 but which with the distancing of the events seems to be diminishing. To this material may be added "The Outlawry of War" by Charles Clayton Morrison, editor of *The Christian Century*, just published by *Willett, Clark & Colby*. Senator Borah calls it "a great book . . . a distinct and outstanding contribution to clear and courageous thinking upon the most vital problem of these days." John Dewey has written an 18-page foreword to the volume. ❀ ❀ ❀

The announcement of a new book by J. S. Fletcher is certainly no novelty but it is certainly a pleasant task to look forward to. *Knopf* announces that it will publish Mr. Fletcher's "The Passenger to Folkstone" on September 2nd. It was just last month

that the same house published "The Green Rope" and, in the *Borzoi Pocket Books*, a new edition of "The Lost Mr. Linthwaite." Yet he never exhausts his audience, and a very distinguished audience it is, including Gertrude Atherton, Bishop Charles L. Slattery of Boston and Professor Paul E. More of Princeton, all self-admitted admirers. ❀ ❀ ❀ With the production of "Secret Service Smith" in Stamford on August 17 there has been much recalling of William Gillette in the part of Sherlock Holmes and high hopes have been held out for his successor. "Secret Service Smith" is a dramatization by Lincoln Osborne of Major R. T. M. Scott's "The Black Magician," published by *Dutton*. Incidentally "The Astounding Crime on Torrington Road," *Harper*, with which William Gillette turned author, has been very well received by the reviewers and ye reading public. ❀ ❀ ❀

"Mother India," by Katherine Mayo, published by *Harcourt* in this country and *Jonathan Cape* in England, is arousing violent discussions in London among veterans of the Indian service because of its attack on Hindu society, and provoked action in the Simla Legislative Assembly. Rangaswami Iyengar, Secretary of the Swaraji Party, offered a resolution "recommending that the Government take necessary action against the publication of the book as it contains grossly libelous statements calculated to promote class hatred." The resolution is supported by a sufficient number of legislators to assure a debate on it. Miss Mayo's book arraigns child marriages and other racial customs, suggesting that only the presence of British troops has prevented Hinduism from massacre. The *Nation* and *New Statesman*, following long reviews, opened their columns to fierce debate in which Indians, ex-Indian officials, and even Labor leaders raised a violent uproar in protest and praise. The publishers here say the reason lies in the fact that Miss Mayo's observations on Indian social life—child marriages, treatment of women, hygiene, etc., were so well documented that they cannot be denied.

Opens 10th New York Shop

Doubleday Makes Attractive Ground Floor Showing of Books at the James McCreery Store on Thirty-Fourth Street

THERE seems at last a way to settle the speculations as to how important a place books hold in the present-day scheme of living. Bookstores, their number and efficiency, prove only their place in the lives of the individual who is bookishly inclined but the book department in the general department store decides a great deal. By the situation of the department and the place granted it in the street windows we can see how books rank with the other everyday necessities.

A book department that is most encouraging in what it proves has just been opened in the James McCreery store on 34th Street, New York, by the Doubleday, Page Bookshops, Inc. These shops are becoming known by New Yorkers as well as people in other states because of their number and high standard of service and bookstore operation which they maintain. The McCreery shop makes the tenth in New York, others being located at 38 Wall Street and 526 Lexington Avenue, Lord & Taylor's, Grand Central Station, the Graybar Building, 848 Madison Avenue, 166 West 32nd Street, the Sunwise Turn at 57 East 44th and two in Pennsylvania Station. Outside of New York there are shops in St. Louis, Webster Groves, Mo., Kansas City, Cleveland and Springfield, Mass.

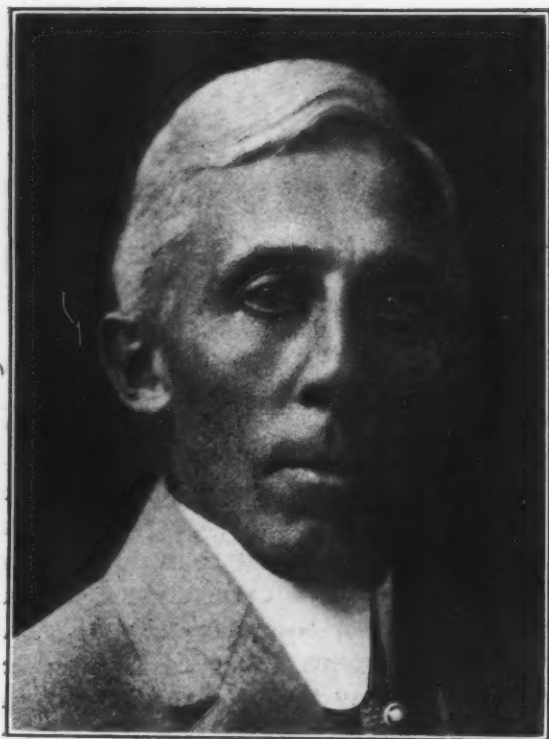
That the store feels that books are an important part of its offerings is demonstrated by the placing of the book department on the main floor. It is located under the mezzanine balcony and tho the stairs form a wall, thus cutting it off almost entirely from the rest of the store yet it is not lost to the public. Four tables of books have been attractively arranged which are placed just outside the department and are certain subtly to draw the customer who stops to look at them and on into the department. Once there, there is every in-

ducement to stay. Two long tables holding lamps, and three or four books each, occupy the center of the department, and large comfortable chairs are placed near them. The low ceiling relieves the big store atmosphere and carpets assist in getting over a small bookshop feeling. The low ceiling prevents the open bookshelves from running any higher than the customer's head, thus forcing on the shop what results in one of its most attractive features.

This is the first Doubleday, Page shop in a department store to conduct a circulating library and the result of the experiment will be watched with interest. If it should prove a success it will no doubt mean a wider use of it thruout all department stores for its sales value to other departments can hardly be questioned.

For the opening of the department three show windows have been granted which have been strikingly arranged to let passers-by know of the institution of this book department. Later on one window will belong permanently to books. The distribution of the present three has been particularly successful. McCreery's runs thru from 34th to 35th Street and has an arcade that runs from Fifth Avenue to the store. The windows for this opening week have been planned so that there is one on each street and one in the arcade. It has not yet been decided which one will be used as the permanent department window.

The department is fortunate in having as its manager Carleton E. McMakin. Mr. McMakin was formerly manager of the Doubleday, Page shop of Meekins, Packard and Wheat in Springfield and has brought from there the experience which coupled with the ideas he has for the department should result in a great success for the McCreery shop.



S. Edgar Briggs

Obituary

S. EDGAR BRIGGS

S. EDGAR BRIGGS, vice-president of the Fleming H. Revell Company, died of heart failure August 17, at his vacation home, Indian Pond Camps, Maine. Mr. Briggs was born at Toronto, Canada, sixty-two years ago, and as a young man was associated with his father, the late Samuel R. Briggs, in the Willard Tract Depository. In 1888 he became manager of the New York branch of the Fleming H. Revell Company, whose headquarters at that time were in Chicago. After the removal of the office to New York he continued as general manager, and for the last twenty years of his life was also the vice-president of the company. His winsome personality and his unfailing spirit of service won for him a large number of friends in publishing, literary and church circles. Many of them know him as "Sam Tregear," a name under which last year he wrote and distributed an illustrated booklet, "A Fisherman's Paradise," which gave an illuminating insight into his genial and deeply spiritual philosophy of life. He was an active member of First Presbyterian church, of East Orange, and as an elder in that church was a member of the General Assembly in 1926. He was one of the first members

of the Booksellers' League and its President in 1901. In 1890, he was married to Isabel Reis, who survives him, as do also two sisters—Mrs. M. J. Sisley of Toronto, and Mrs. F. E. Shafer of Long Beach, California. He was a brother of the late Dr. W. A. Briggs, long a Presbyterian medical missionary in Siam, whose son, D. Wilson Briggs, is connected with the Fleming H. Revell Company. Until his death and for many years Mr. Briggs' home was at 252 Park Avenue, East Orange, N. J.

Changes in Price

REILLY & LEE CO.

Through a mistake in our most recent order list, "Andy Gump—His Life Story," by Sidney Smith, was priced at \$1.50. The correct price is \$1.00.

ELIZABETH ANN GUILD, INC.

"The President's Daughter," listed in the Weekly at \$4.00 is \$5.00.

Impersonating Harvey

THE New York booktrade have received word from the Fred Harvey office in Kansas City that someone is operating in New York under the name of Harvey and representing himself as part of the Fred Harvey organization. In some cases, it is reported, the individual represented himself as being Ford F. Harvey, president of that concern; at other times he used the initials W. H. Harvey.

Stolen

DANIEL DUNN of 677-679 Fulton Street, Brooklyn, N. Y., reports that two large volumes, red cloth, illustrated, of Catlin's "Indians" has been stolen from his shop.

Business Note

MONTCLAIR, N. J.—The Clairidge Book Shop has been opened at 548 Bloomfield Ave. by J. A. Ayres and W. H. Higgins, the latter in charge. They will carry new books, juveniles and rental library.

Lubbock, Texas.

The correct address of the Green Lantern Bookshop is Hotel Lubbock; the Road-runner Bookshop is at 1109 College Ave.

The Weekly Record of New Publications

THIS list aims to be a complete and accurate record of American book publications. Pamphlets will be included only if of special value. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from title page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case word "apply" is used. When not specified the binding is "cloth."

Imprint date or best available date, preferably copyright date in bracket, is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n.d.].

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

Abendschein, Albert

The secret of the old masters. 207p. S (Appleton dollar lib.) '27 c. '06 N. Y., Appleton \$1

Ames, Joseph Bushnell

The secret of Spirit Lake. 226p. il. D [c. '27] N. Y., Century \$1.75

Some Boy Scouts in the west participate in a mysterious adventure.

Anderson, Arthur James

The joyous friar; the story of Fra Filippo Lippi. 325p. il. D c. N. Y., Stokes \$3

A biographical novel that covers the period of Fra Filippo's life, when he was painting frescoes at the Convent of Santa Margherita, and fell in love with the abbess who posed for him.

Anderson, Robert E.

The story of extinct civilizations of the East and of the West. 408p. il., maps S (Appleton dollar lib.) '27, c. '96-'15 N. Y., Appleton \$1

Arabian nights, The; il. by E. J. Detmold. 297p. il. (col.) O (Internat'l classics) ['25] N. Y., Dodd, Mead \$2

Aristotle

The works of Aristotle; v. 7, Problemata; tr. by E. S. Forster. 396p. O '27 N. Y., Oxford \$5

Augsburg, Paul Deresco

On the air. 273p. D '27, c. '26, '27 N. Y., Appleton \$2

Short stories, in all of which radio plays an important part.

Bacon, Leonard [Autolycus, pseud.]

Guinea-fowl, and other poultry. 130p. D c. N. Y., Harper \$2

Satirical poems by the author of "Ph. D's."

Balzac, Honoré de

Tales from Balzac; ed. by George Saintsbury. 547p. D [n.d.] N. Y., Dodd, Mead \$2.50

This collection includes practically all of the shorter stories, except the "Droll Tales."

Barbour, Ralph Henry [Richard Stillman Powell, pseud.]

Tod Hale at camp. 285p. il. (col.) D c. N. Y., Dodd, Mead \$1.75

About some boys at a summer camp.

Barrington, E. [Mrs. L. Adams Beck, L. Moresby, pseud.]

The thunderer. 338p. front. (col.) D '27, c. '26, '27 N. Y., Dodd, Mead \$2.50

The romance of Napoleon and Josephine told in the form of a novel.

Begbie, Harold

Life of William Booth; abridged ed.; 2 v. 396p.; 358p. il. D '27 N. Y., Macmillan \$5

Bement, Alon

Figure construction [new ed.] 134p. il. diagrs. Q [c. '21, '27] N. Y., Gregg Pub. Co. \$2.50

Berkeley, Anthony

The mystery at Lovers' Cave. 289p. D c. N. Y., Simon & Schuster \$2

Two amateur detectives try to solve the mystery surrounding the murder of a young woman and a celebrated criminal.

Bonner, Geraldine [Hard Pan, pseud.]

Taken at the flood; a story in four parts. 318p. D [c. '27] Ind., Bobbs-Merrill \$2

A hold-up on a lonely California road, and a sudden flood, which draws a varied group of people into one house for refuge, is the theme of this novel.

Bardsley, Clarence Edward

Utilization of blast furnace slag in highway improvement. 115p. (75p. bibl.) il. diagrs. O (Technical ser., v. 10, no. 1) [n.d.] Rolla, Mo., Univ. of Mo., School of Mines & Metallurgy pap. apply

Behrend, Moses

Surgical diseases of the gall-bladder, liver and pancreas. 278p. il. (pt. col.) O '27 Phil., F. A. Davis \$4

American Library Ass'n, Education Committee

School library yearbook, no. 1. 156p. (bibls.) O '27 Chic., Amer. Lib. Ass'n pap. \$1.35

Baird, George M. P.

The heart o' Mary; a mystery play done in English verse. 36p. D (French's internat'l copyrighted ed. no. 608) c. '27 N. Y., S. French pap. 30 c.

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Braley, Berton

Delia demonstrates. 349p. D [c.'27] N. Y., Century \$2
 Adventures of an up-to-date business girl, demonstrator for Filigree Biscuit.

Bray, F.

Light. 296p. il., diagrs. D [n.d.] [N. Y., Longmans] \$2.25
 A technical study.

Brennan, Frederick Hazlitt

God got one vote. 381p. D c. N. Y., Simon & Schuster \$2.50
 A story of American politics and a political boss.

Brown, Andrew Cassels

Josselin takes a hand. 280p. D c. N. Y., Dodd, Mead \$2
 The dramatic story of a criminal, and Josselin, a traveler and explorer, who becomes involved in his pursuit.

Brush, Katharine

Little sins. 311p. D '27, c.'26, '27 N. Y., Minton, Balch \$2
 About modern young people in New York, and in particular the story of Gay Leonard and Dolly Quinn.

Budington, Robert Allyn

Physiology and human life. 431p. (bibls.) diagrs. D [c.'27] Newark, N. J., Silver, Burdett \$1.56
 Based on "Advanced Physiology and Hygiene" by Herbert A. Conn and Robert A. Budington.

Bullen, Frank Thomas

The cruise of the Cachalot. 399p. S (Appleton dollar lib.) '27, c.'25 N. Y., Appleton \$1

Burpee, Lawrence Johnston

On the Old Athabaska Trail. 259p. (3p. bibl.) il. O [n.d.] N. Y., Stokes \$4
 An account of exploration and fur-hunting in the Rockies, over the period of a century.

Burtis, Thomson

Russ Farrell, border patrolman. 228p. front. D (Russ Farrell b'ks.) '27, c.'26, '27 Garden City, N. Y., Doubleday \$1.50
 An air adventure story for boys.

Burton, Beatrice Payne

The Hollywood girl. 380p. D [c.'27] N. Y., Grosset 75 c.
 The story of a home town girl who tried to get into the movies.

Cambridge legal essays. 339p. O '27 Cambridge, Mass., Harvard \$4

Carlyle, Thomas

Sartor Resartus; ed. by Frederick William Roe. 282p. D (Modern readers' ser.) c. N. Y., Macmillan \$1.25

Carrington, Hereward [Hubert Lavington, pseud.]

Magic for every one. 147p. il., diagrs. D '27, c.'20 N. Y., Dodd, Mead \$1
 Formerly published as the first half of "The Boys' Book of Magic."

Carson, Laura Hardin

Pioneer trails, trials and triumphs. 267p. il. D [c.'27] [Pasadena, Cal., L. C. Merriam, 1325 N. Stevenson Ave.] \$1; pap., 60 c.
 Memoirs of the first missionary to the Chin tribes of Upper Burma.

Casserly, Lieut.-Col. Gordon

Dwellers in the jungle. 250p. il. D '27 N. Y., Stokes \$2.50
 Tales of animals that inhabit northern India.

Chamberlin, Frederick Carleton

The Balearics and their peoples. 269p. il., maps O [c.'27] N. Y., Dodd, Mead \$5
 A study of the Balearic islands from many points of view—history, government, folk-lore, etc.

Clark, Charles L. and Eubank, Earle Edward

Lockstep and corridor; thirty-five years of prison life. 188p. (bibl.) il. O (Dept. of sociology pub'n., no. 1) [c.'27] Cin., Univ. of Cin. Press \$2.50
 Written by a convict in an Illinois State Penitentiary and the head of the Department of Sociology at the University of Cincinnati.

Coffman, Ramon

The child's story of the human race [popular ed.] 462p. il. (col. front.) O '27, c.'24 N. Y., Dodd, Mead \$2

Coleridge, Samuel Taylor

The rime of the ancient mariner [lim. ed.]; il. by Gustav Uhlmann. 66p. D c. Yellow Springs, O. Kahoe & Spieth bds. \$3

Colgrave, Bertram

The life of Bishop Wilfrid by Eddius Stephanus. 209p. O '27 N. Y., Macmillan \$5

Collins, Archie Frederick

The boy's book of experiments. 326p. il., diagrs. D [c.'27] N. Y., Crowell \$2
 Directions for simple scientific experiments.

Conant, Charles Arthur

A history of modern banks of issue; 6th ed. 855p. (7p. bibl.) O c. N. Y., Putnam \$3.75
 Two new chapters bring the record down to 1926.

Cooper, Elizabeth Goodnow [Mrs. Clayton Sedgwick Cooper]

My lady of the Indian purdah. 211p. il. O c. N. Y., Stokes \$2.50
 A story of the love of a harem girl for a young Englishman.

Cory, David

The little wilful princess; il. by Elizabeth I. Jones. 159p. D '27, c.'18 N. Y., Dodd, Mead \$1.50

For girls from eight to twelve; a story formerly published by Moffat, Yard & Co.

Crabb, George

English synonyms explained; new ed. 805p. O '27 N. Y., Crowell \$2.50

Crockett, Samuel Rutherford

The lilac sunbonnet; a love story. 300p. S (Appleton dollar lib.) '27, c.'94, '21 N. Y., Appleton \$1

Brouwer, B.

Anatomical, phylogenetical and clinical studies of the central nervous system. 84p. (bibl.) O (Hexter lectures) '27 Balt., Williams & Wilkins \$2.50

Childs, James B.

An account of government document bibliography in the United States and elsewhere. 30p. O '27 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 5 c.

Dane, Clemence, pseud. [Winifred Ashton]

Legend. 199p. D (Lambskin lib.) '27, c. '20
Garden City, N. Y., Doubleday lea. \$1.10
Mariners. 72p. O '27 N. Y., Macmillan \$1.75

The main action of the play centers around the tragedy of a worn English rector's marriage, and a young girl's love for a man who has been left adrift by the war.

Davis, Stephen Brooks

The law of radio communication. 215p. O '27 N. Y., McGraw-Hill \$3

Dearborn, Frances R.

How the Indians lived; with silent reading exercises. 215p. il. (col) D [c. '27] Bost., Ginn 76 c.

A school reader for children.

Doyle, Sir Arthur Conan

The White Company. 362p. D (Astor lib.) '27 N. Y., Dodd, Mead \$1

Dumas, Alexandre

The black tulip. 351p. D (Astor lib.) '27 N. Y., Dodd, Mead \$1

Ellis, Havelock

The task of social hygiene [new. ed.] 433p. (bibl. footnotes) D ['27] Bost., Houghton \$2.25

Ewart, Wilfred Herberd Gore

Way of revelation; a novel of five years [new ed.]; foreword by Stephen Graham. 498p. D '27, c. '22, '27 N. Y., Appleton \$2.50

Faris, John Thomson

The romance of the rivers. 314p. (3p. bibl.) il. O c. N. Y., Harper \$6
About some great rivers of the United States, by the author of "The Romance of the Boundaries."

Farmer, Lydia Hoyt

The book of famous queens [rev. ed] 409p. il. O [c. '87-'27] N. Y., Crowell \$2.50

Farson, Negley

Daphne's in love. 309p. D [c. '27] N. Y., Century \$2

The love affairs of a Chicago business girl.

Fayette, Madame de la

La Princesse de Clèves; ed. by Maurice Baudin. 256p. front. (por.) D (Oxford French ser.) '27 N. Y., Oxford \$1.15

Feinstein, Martin

Drums of panic. 298p. D c. N. Y., Macy-Masius \$2

This novel shows the effect on an American family, of the return of their soldier from the World War.

Ferber, Nat J.

Sidewalks of New York. 363p. D c. Chic., P. Covici \$2.50

A novel of the Jewish Ghetto in New York's east side.

Ferris, Helen Josephine and Moore, Virginia

Girls who did. 316p. il. D [c. '27] N. Y., Dutton \$2.50

Stories of real girls and their careers.

Fixel, Rowland W.

Fixel on the law of aviation; foreword by William B. Mayo. 420p. O '27 Albany, N. Y., M. Bender fab. \$7.50

Flandrau, Charles Macomb

Viva Mexico! 293p. S (Appleton dollar lib.) '27, c. '08 N. Y., Appleton \$1

Forman, Raymond Labor

Rough-hewed, and other sermons. 211p. D [c. '27] N. Y., Abingdon \$1.50

Fraser, Chelsea Curtis

Heroes of the air; rev. ed. 503p. il., maps D [c. '26, '27] N. Y., Crowell \$2

This new edition contains chapters on the exploits of Lindbergh, Chamberlain, and Byrd.

Freeman, Richard Austin

The Cat's Eye. 341p. front. D c. N. Y., Dodd, Mead \$2

Dr. Thorndike, detective-physician, solves the murder of a famous English lawyer, who owned a notable collection of jewels, among them the "Cat's Eye," an antique pendant.

Gillespie, Esther A. and Clark, Thomas Curtis, comps.

A child's thought of God; religious poems for children. 125p. il. D c. N. Y., Minton, Balch \$1.50

Poets ranging from William Blake to Edwin Markham, are represented.

Gissing, George Robert

A victim of circumstances, and other stories. 320p. D '27 Bost., Houghton \$2.50

A collection of the English author's stories, never before issued in book form.

Glass, Frederick J.

Drawing design and craft-work; 2nd ed. 246p. il., diagrs. O '27 N. Y., Scribner \$4.75

For teachers and students, by the headmaster of Doncaster School of Art, England.

Grace, Harvey

Ludwig van Beethoven. 327p. (bibl. footnotes) front. (por.) D (Masters of music) c. N. Y., Harper \$2

David, Prof., and Penman, J. S.

Principles and practice of modern mine ventilation and lighting. 303p. il. O '27 Phil., Lippincott \$10

Drukk, Charles J.

Fistula of the anus and rectum. 300p. il. O '27 Phil., F. A. Davis \$3.50

Foreign trade in 1927; official report of the fourteenth National Foreign Trade Convention, held at Detroit, Mich., May 25, 26, 27, 1927. 579p. O [c. '27] N. Y., Nat'l Foreign Trade Convention headquarters, India House, Hanover Sq. \$2.50

Friedlander, Alfred

Hypotension. 216 p. (bibl.) O (Medicine monograph, no. 13) '27 Balt., Williams & Wilkins \$2.50

Getman, Frederick Hutton

Outlines of theoretical chemistry; 4th ed., rev. 741p. (bibls.) il. diagrs. O '27 N. Y., Wiley \$3.75

Goodrich, Herbert Funk

Handbook on the conflict of laws. 512p. O (Hornb'k ser.) '27 St. Paul, Minn., West Pub. Co. buck. \$4.50

Gray, Elizabeth Janet

Merediths' Ann. 267p. front. (col.) D c.
Garden City, N. Y., Doubleday \$2
An out-of-doors story for girls.

Gray, James M.

My faith in Jesus Christ; a personal testimony. 186p. D [c.'27] N. Y., Revell \$1.50

Hall, Henry Reginald Holland

Days before history [new ed.] 158p. il. D
[n. d.] N. Y., Crowell \$1.25

Hall, Minerva

Mr. Scoodle-Do and his many adventures; introduction letter by John Martin. no p. il.
Q [c.'24-'27] N. Y., Dodd, Mead \$2
Funny tales for little children.

Hamilton, Cosmo and Reilly, Frank C.

"Pickwick"; a play in three acts. 255p. il.
D c. N. Y., Putnam \$2
Freely based upon "The Pickwick Papers" by Dickens.

Happy hour books, The; 12v. no. p. il. (col.)

T c. N. Y., Macmillan bds. 50 c. ea.
A series of small children's books including "Little Black Sambo," "The Bremen Band," "Jack and the Beanstalk," "The Three Billy Goats" (il. by Frank Dobias), "The Pied Piper of Hamelin," "The Steadfast Tin Soldier," "The Three Little Pigs," "Humpty Dumpty" (il. by G. M. Richards), "Wee Willie Winkie," "Hansel and Gretel," "The Ugly Duckling," and "Chicken Little" (il. by B. and E. Hader).

Harper, Theodore Acland and Harper, Winifred

The janitor's cat; il. by J. Irwin Porter. 215p. D c. N. Y., Appleton \$2
Tony, the cat, in a book store, meets all the famous people of children's story books.

Hartsock, Ernest

Narcissus and Iscariot [verse]; lim. ed. 78p.
D [c.'27] Atlanta, Ga., Bozart Press \$1.50

Hendrick, Burton Jesse

The life and letters of Walter H. Page, 1855 to 1918; 2v. 443p.; 442p. il. D '27, c. 21, '22
Garden City, N. Y., Garden City Pub. Co. \$2 bxd.

Heuser, Herman Joseph, D.D.

The house of Martha at Bethany. 272p. D c. N. Y., Longmans \$1.50
Picturing the life of the first Christians.

Hill, Carol Denny

Wild. 246p. D c. N. Y., John Day \$2
The story of a girl from a small town who came to college in New York, told in diary form.

Hill, Sir Norman, and others

War and insurance. 295p. O (Economic and social hist. of the World War; British ser.) '27 New Haven, Conn., Yale \$4

Horlacher, Levi J.

Sheep production. 418 p. il. O '27 N. Y., McGraw-Hill \$4

Hubbell, Jay B. and Beaty, John O.

An introduction to drama. 849p. (bibl.) O '27 N. Y., Macmillan \$3.50

Hudson, Jay William

Abbé Pierre. 331p. S (Appleton dollar lib.) '27 c.'22 N. Y., Appleton \$1

Hughes, Hatcher

Hell bent fer heaven; a play in three acts. 187p. il. D (French's standard lib. ed.) c.'24 N. Y., S. French pap. 75 c.

Ingram, Bp. Arthur Foley Winnington

Some world problems. 97p. il. D '27 N. Y., Longmans \$1.60
A discussion of the problems which seemed paramount to the Bishop of London on his world tour.

John Martin's big book for little folk, no. 11.

no. p. il. (pt. col.) Q [c.'27] N. Y., Dodd, Mead bds. \$2.50

A children's annual.

Judaean addresses, selected, v. 3.

216p. O '27 N. Y., Bloch Pub. Co. \$2.50

Kelley, Leon

Margherita. 195p. D c. N. Y., Putnam \$2
The heroine faces the problem of having to deal with slanderers.

Kingsley, Charles

Westward ho! 634p. il. (col.) O (Internat'l classics) '27 N. Y., Dodd, Mead \$2

Kraetzer, Albert

The building of a planet, together with the building and operation of our solar system. 354p. il. S [c.'27] Memphis, Tenn., Davis Pr. Co. \$5

Lane, Elinor Macartney [Mrs. Francis Ransom Lane]

Nancy Stair. 306p. S (Appleton dollar lib.) '27 c.'04 N. Y., Appleton \$1

Lehfeldt, R. A.

Descriptive economics. 112p. D (World's manuals) '27 N. Y., Oxford \$1

Lichtenberger, André

Contes de Minnie; ed. by J. G. Anderson. 96p. S (Oxford junior French ser.) '27 N. Y., Oxford 45 c.

Graves, Frederick W., ed.

A book of Hill School verse. 161p. D '27 N. Y., Macmillan \$2

Green, Bela

Up-to-date English letter writer for Hungarians. 288p. D '27 Milwaukee, C. N. Caspar \$1.50

Grunsky, Carl Ewald, and Grunsky, Carl Ewald, jr.

Valuation, depreciation and the rate base; 2nd ed., rev. 510p. (bibl.) diagrs. O '27 N. Y., Wiley \$5

Harrison, J. L.

Management and methods in concrete highway construction. 242p. il. O '27 N. Y., McGraw-Hill \$3

Judy, Will

Kennel building and plans. 29p. il. diagrs. O [c.'27] Chic., Judy Pub. Co. pap. \$1

Keelser, Capt. Raymond A.

Manual of veterinary bacteriology. 500p. (bibl.) O '27 Balt, Williams & Wilkins \$5.50

Linington, Ann

Other doors [lim. ed.]. 30p. D c. Poughkeepsie, N. Y., Vassar Cooperative Bk. Shop
pap. 80 c.

Short poems by a recent Vassar graduate.

Little, Shelby

This to that; introd. by Richard Henry Little. no p. D c. N. Y., Minton, Balch
\$1.50

The word-change book.

Maartens, Maarten, pseud. [Joost Marius Wellem vander Poorten-Schwartz]

God's fool; a Koopstad story. 446p. S (Appleton dollar lib.) '27 c. '92 N. Y., Appleton
\$1

Macdonald, H. B.

Hands up! as told by Fred E. Sutton. 303p. il. O [c. '26, '27] Ind., Bobbs-Merrill \$3
Stories of the six-gun fighters of the old wild west.

Mackenzie, Compton

Carnival. 410p. S (Appleton dollar lib.) '27 c. '12 N. Y., Appleton
\$1

Margueritte, Paul

Gens qui passent; nine tales; ed. by F. C. Green. 112p. front. (por.) S (Oxford contemporary French authors) '27 N. Y., Oxford
50 c.

Mauclair, Camille

Florence; tr. by Cicely Binyon. 233p. il. O '27 Bost., Houghton
\$5
Studies of Florence past and present.

Maycock, A. L.

The inquisition. 276p. O '27 N. Y., Harper
\$4

Merwin, Samuel

Anabel at sea. 313p. D '27 c. '26, '27 Bost., Houghton
\$2

Anabel, a shy but determined girl, takes a trip around the world in search of a husband.

Moore, George

Evelyn Innes. 435p. S (Appleton dollar lib.) '27 c. '98 N. Y., Appleton
\$1

Murray, Gilbert

A history of ancient Greek literature. 431p. (bibl. footnotes) S (Appleton dollar lib.) '27 c. '97 N. Y., Appleton
\$1

Murphy, John

Primitive man, his essential quest. 356p. O '27 N. Y., Oxford
\$5

Naether, Carl A.

Problems in business correspondence. 196p. D '27 N. Y., McGraw-Hill
\$2

Nicolay, Helen

The boys' life of Alexander Hamilton. 311p. il. D [c. '27] N. Y., Century
\$2

Norris, Herbert

Costume and fashion; v. 2, Senlac to Bosworth, 1066-1485; il. by the author. 512p. il. (pt. col.) diagrs. Q '27 N. Y., Dutton \$7.50
The costume of the Middle Ages in England, in detail.

Oertel, Theodore Eugene

Blackbeard's treasure. 383p. il. D [c. '27] N. Y., Crowell
\$2

An adventure story for boys, relating the exploits of a real pirate, Captain Edward Teach, who once roamed the Carolina and Virginia coasts.

Palen, Lewis Stanton

The lost sword of Shamyl. 138p. il. D '27 Bost., Houghton
\$2.50
A narrative of an adventure in eastern Russia.

Palmer, John Ransom

Winds of dawn [verse]. 61p. D c. N. Y., H. Vinal
bds. \$1.50

Parker, Sir Gilbert

The seats of the mighty; being the memoirs of Captain Robert Moray, sometime an officer in the Virginia regiment, and afterwards of Amherst's regiment. 386p. S (Appleton dollar lib.) '27 c. '96-'23 N. Y., Appleton \$1

Phillips, David Graham

The second generation. 333p. S (Appleton dollar lib.) '27 c. '06, '07 N. Y., Appleton \$1

Platt, Rutherford Hayes, jr. and Brett, J. Alden, eds.

The forgotten books of Eden; il. by Paul Laune. 281p. O [c. '27] N. Y., Alpha House
\$2.95; fab. \$3.95

Translated from manuscripts of the Pseudepigraphal group.

Porter, Mrs. Gene Stratton

Let us highly resolve. 372p. D '27 c. '22-'27 Garden City, N. Y., Doubleday
bds. \$2.50
Essays on home life.

Logasa, Hannah, comp

Historical fiction suitable for junior and senior high schools. 85p. O c. Phil., McKinley Pub. Co., 1623 Ranstead St.
pap. \$1

MacMillan, William Duncan

Theoretical mechanics, statics and the dynamics of a particle. 430p. il. O '27 N. Y., McGraw-Hill \$5

McMurry, Frank M., and others

Arithmetic practice books; 3rd and 4th grades. 104p.; 132p. Q '27 N. Y., Macmillan
pap. 48 c., ea.

Moore, H. F., and Kommers, J. B.

Fatigue of metals. 326p. il. O '27 N. Y., McGraw-Hill
\$4

Morrow, Clarence Austin

Biochemical laboratory methods for students of the biological sciences. 340p. O '27 N. Y., Wiley
\$3.75

Munger, Thornton T.

Timber growing and logging practice in the Douglas fir region. 42p. il. O (U. S. Dep't of Agri., bull no. 1493) '27 Wash., D. C., Gov't Pr. Off.; Sup't of Doc.
pap. 15 c.

Noyons, A. K.

The differential calorimeter and the determination of human basal metabolism. 189p. il. O '27 N. Y., G. E. Stechert
pap. \$5

Ohmann, Oliver Arthur

A study of the causes of scholastic deficiencies in engineering by the individual case method. 58p. (bibl.) diagr. O (Univ. of Ia. studies in educ., v.3, no. 7) '27 Iowa City, Ia., Univ. of Ia.
pap. 50 c.

One thousand commonest words (The), written in Isaac Pitman shorthand; new era ed. 30p. S [n. d.] N. Y., Pitman
pap. 25 c.

Parsons, G. Lewingdon

Elementary integral calculus. 136 p. D '27 N. Y., Macmillan
\$1.60

Potwin, Marjorie A.

Cotton mill people of the Piedmont. 166p. (2p. bibl.) map O (Studies in hist., economics and public law, no. 291) c. N. Y., Columbia Univ. Press \$3

A study in social change.

Power, Eileen Edna and Power, Rhoda

Cities and their stories. 160p. il. maps D '27 Bost., Houghton \$1.75

An introduction to the study of European history for children.

Raffety, William Edward, D.D.

The smaller Sunday school makes good. 332p. (6p. bibl.) diagrs. D (Green fund b'k, no. 25) [c. '27] Phil., Amer. S.-S. Union \$1.50

For workers in small Sunday schools.

Rizal y Mercado, José

The reign of greed; a complete English version of *El filibusterismo* by Charles E. Derbyshire; 2nd ed., rev. 379p. il. D '27 c. '12, '27 Manila, P. I., Philippine Educ. Co. \$2.50

Russan, Lilian and Russan, Ashmore

Old London City; a handbook, partly alphabetical. 246p. il. S (Historic London ser.) '27 N. Y., Crowell \$1.50

Russan, Lilian and Russan, Ashmore, comps.

Historic streets of London; an alphabetical handbook. 239p. (2p. bibl.) S (Historic London ser.) '27 N. Y., Crowell \$1.50

Sass, Herbert Ravenel

Gray eagle. 269p. front. D '27 c. '24, '27 N. Y., Minton, Balch \$2.50

Stories of the wild animals in the Carolina low country.

Sears, Louis Martin

A history of American foreign relations. 661p. (23p bibl.) map (col.) O [c. '27] N. Y., Crowell \$3.50

The author is professor of history in Purdue University.

Seashore, Carl Emil

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The Field of Old and Rare Books and Weekly Book Exchange

CURRENT RARE BOOK NOTES

Frederick M. Hopkins

THE Gregynog Press, of Newton, England, announces the early issue of the "Selected Poems of Edward Thomas," with an introduction by Edward Garnett, in a limited edition of 275 copies printed on Japanese vellum. A prospectus of this edition and particulars of other limited editions of this press still in print may be had on request.

ETCHELLS AND MACDONALD, of London, hope to have ready in the autumn an illustrated memoir of Harriet Martineau, by Miss Theodora Bosanquet, whose study of "Henry James at Work" appeared in 1924. The author throws considerable light on Miss Martineau's activi-

ties, both at home and in America, not to be found in her autobiography. The illustrations include a series of contemporary drawings of Godwin and other celebrities with whom she came in contact.

"KING LEAR" has just been added to the Players' Edition of Shakespeare. *The Fleuron*, the foremost typographical journal of England, regards this edition as one of the monuments of twentieth century printing. Seven volumes are now published, in two limited editions, one on handmade paper, the other on all-rag paper. The text is that of the First Folio. Each volume contains a lengthy and important introduction by Harley Granville-Barker,

and is illustrated in color and black-and-white by one or other of the leading artists of the day.

THE first complete, definitive "Petronius" in English is being published by Pascal Covici in an edition limited to 960 copies for subscribers only. This edition is unexpurgated, containing both the authentic and unauthentic Petronius items, and is edited by Susan Wilbur, assistant literary editor of *The Chicago Evening Post*. Miss Wilbur provides an introduction, notes, bibliography and index. The volumes are illustrated in three-color woodcuts by Allen Lewis, and the typography is by Douglas C. McMurtrie. Sixty copies will be printed on handmade paper, specially bound. These will have an extra set of the plates signed by the artist.

"THE Poems and Letters by Andrew Marvell," edited by H. M. Margoliouth, represents another addition to the series of Oxford English Texts published by the Oxford University Press, American Branch. Marvell is mostly known thru the anthologies. He is one of the great band of Carolinians who wrote and flourished during the troubled times of the Civil War in England. He was not a "metaphysical" like Donne and Crashaw but devoted his talents for the most part to charming nature poems, occasional verse, and satires, and to at least one triumphal ode, "Horatian Ode Upon Cromwell's Return from Ireland." This edition will be obtainable either in two volumes printed on fine white paper, or in one volume on Oxford India paper.

ERNEST BENN LIMITED, of London, announces the publication of a facsimile edition of the original manuscript of Arnold Bennett's "The Old Wives' Tale." "Those who have been privileged to see this manuscript," says the publisher, "will be aware that its remarkable beauty suggests the work of some mediaeval scribe rather than that of a modern author." The reproduction will take the form of two large quarto volumes, the facsimile being printed on Japan vellum. The binding will be quarter vellum. Each copy will be

signed by Mr. Bennett, who will contribute a special note, which will be printed among the preliminaries. The edition will be limited to 500 copies for sale, of which 250 copies have been allotted to this country. The English subscriptions are being rapidly received and the indications now are that the edition will be quickly oversubscribed.

THE most remarkable book sale of the season in Paris was held last month at Hotel Drouet by F. Lair Dubreuil of manuscripts and incunabula "provenant de la bibliothèque du Chateau de la R-G." "There can be no secret of the matter," says the *London Times*, "for there was a stamp in each volume with the words 'Chateau de la Roche-Guyon Bibliothèque,' and in some of the volumes there is a late seventeenth or early eighteenth century signature 'La Rochefoucauld.'" The title Duc de la Roche-Guyon, dating from 1713, is one of the several possessed by the ancient family of La Rochefoucauld. The sale of the fifty-seven early printed books and manuscripts from this ancient and historic library was not only remarkable because of its high total of 1,393,920 francs, but also because several of the most precious volumes fell to English booksellers, and will leave France forever.

JOHN D. ROSS has compiled a "Who's Who in Burns" and Eneas Mackay, of Stirling, Scotland, has published the volume. There are so many personal targets in Burns's poems, and the poet had such a wide circle of friends, that a compilation of this sort is of value. Here are some six hundred references and cross references, set down in type that imposes no tax upon the eye, and containing the information that Agnes Rennie was the maiden name of the maternal grandmother of the poet, that Johnny Ged was the parish gravedigger, and that John Ronald was a common carrier between Mauchline and Glasgow, and frequently carried packages and messages for the poet. The information, while not without interest, serves especially to accentuate the home-made character of Burns's poetry, and makes clearer than ever why the Scottish people have had such an affection for it.

DR. NICHOLAS MURRAY BUTLER, as president of the Carnegie Endowment, has been largely instrumental in bringing about the arrangement by which that body will give its assistance in the colossal task of classifying and cataloging the Vatican Library. This vast collection, officially known as the *Bibliotheca Apostolica Vaticana*, with some 300,000 printed books and 60,000 manuscripts, is a comparatively unexplored gold mine. Scholars everywhere are interested in knowing exactly what the treasure house founded by Pope Nicholas V. in 1450 contains. The principal librarian is always a Cardinal, and it is of interest to note that the present Pope, Pius XI., served in that office from 1913 to 1918, in succession to Cardinal Ehrle, who established the reference room, a link between the archives and the library itself. Pope Pius is interested in carrying forward the good work of his predecessor as librarian and has done much toward increasing the space of the library.

NEWs of Dr. Nicholas Murray Butler's recent acquisition in Europe of a hitherto unpublished letter of Thomas Jefferson's has prompted John Uri Lloyd, president of the Lloyd Library in Cincinnati, to tell how a Jefferson letter, which he says has never before been published, came into his hands by fortunate chance. Several years ago the Lloyd Library purchased in Paris the first volume of "North American Sylva" by F. Andre Michaux, a noted French traveler and botanist who was, Mr. Lloyd says, an early authority on the trees of this Continent. When the volume came to be cataloged, a letter written to M. Michaux was found pasted securely in the book written by Jefferson. This letter was written from Monticello, December 14, 1813, and shows an intimate knowledge of the subject covered by the French author's book. "I have," he says, "received much information which had escaped my own notice, altho the subjects lie under my eye. They contain a valuable addition to the knowledge of American trees and claim for you the thanks of all who interest themselves in this most interesting branch of science. I pray you to accept my portion of that tribute as being among those who set the highest value on your work."

MORE than 1700 books in Braille, some of them very large volumes, have been sent from Oxford University to the British National Library for the Blind in London. These books represented the first large library for the blind students of England that has been brought together. The work is almost entirely that of a small body of volunteer Braille writers, the corps of assistants being themselves possessed of full eyesight. The aim has been to render into Braille the books required by students of the classical languages, English literature, law, and theology. One of the treasures of the students' library is a research lecture on Latin inscriptions written in Braille by the late Dr. E. G. Hardy, the eminent historian, and presented by him. One of the volunteer writers continued to render scholarly works into Braille until she was ninety-three.

DANTE'S "Divine Comedy" has tempted the pencils of many great artists, foremost among them being Botticelli. Another young Italian artist, Ames Nattini, who seems to be meeting considerable success, has already completed eighteen cartoons, illustrating a truly monumental edition of Dante, which the publisher, Rino Valdemeri, has brought out regardless of cost and in excellent taste. The volume is of large dimensions, bound in leather, with metal clasps and ornaments, in thirteenth century style. King Victor Emmanuel, a learned Dante scholar, has visited the interesting exhibition at the "House of Dante," the ancient castle of the Anguillara family in Rome, in which it is appropriately housed and he has congratulated the artist upon the spirit and excellence of the execution of his work.

Auction Calendar

Tuesday morning, August 30th, at 10.30. Early printing, Americana, first editions, association items, Indian, New York City, English literature. The Walpole Galleries, 12 West 48th St., New York City.

Catalogs Received

Atlases and maps. (No. 498; Items 1231.) Francis Edwards, 83a, High St., Marylebone, London, W. 1, England.

Theological and liturgical works. (No. 439; Items 2468.) Bowes & Bowes, 1 Trinity St., Cambridge, England.

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ASSOC. STUDENTS STORE, BERKELEY, CAL.
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Delmar, Alexander. History of Monetary Systems in Various States.

AVONDALE PRESS, 1841 BROADWAY, NEW YORK
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Evans. History of Shakers. 1859.
Carey. Master Keys of Life and Death.
Skinner, J. R. Key to Hebrew-Egyptian Mystery.
Huntingdon. Kings and Cupbearers.
Eddy, Mary Baker. 1st eds., autograph material.
Christian Science Journals. 1883-1898.
Mahan. Church History. 3 vols.
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Luce. Seamanship rev. ed. about 1886-1888.
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 Walter Pater. Sketches and Reviews.
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 Sprague. Amer. Literary Mag.
 Hesperian. 1838.
 Journal of Amer. History. Vol. 5; vol 9, nos.
 1-3; vol. 12, no. 4; vol. 13, nos. 2-4.
 No. Amer. Review. Vol. 65. 1847.

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Index to "Fall Announcements"

To Publishers:

The Publishers' Weekly of September 24th will be the "Fall Announcements" number, listing all new Books, published or to be published in August and up to December 1st, as well as any recent titles that were not included in the "Mid-Year Index."

Publishers are requested to send in their announcements at once. There is no charge for listing titles in this index.

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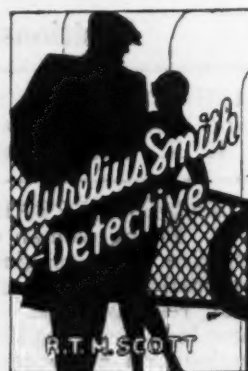
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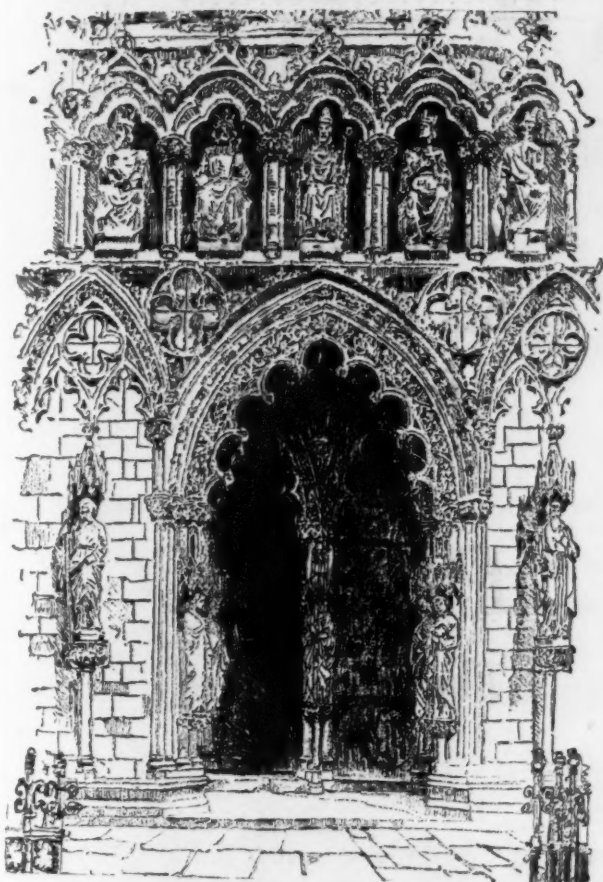
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